

# LIFE



WAR & FASHIONS

OCTOBER 23, 1939 **10** CENTS





Try this idea...

In between the others...

SMOKE A KOOL



**"YOUR THROAT  
WILL LIKE  
THE CHANGE"**

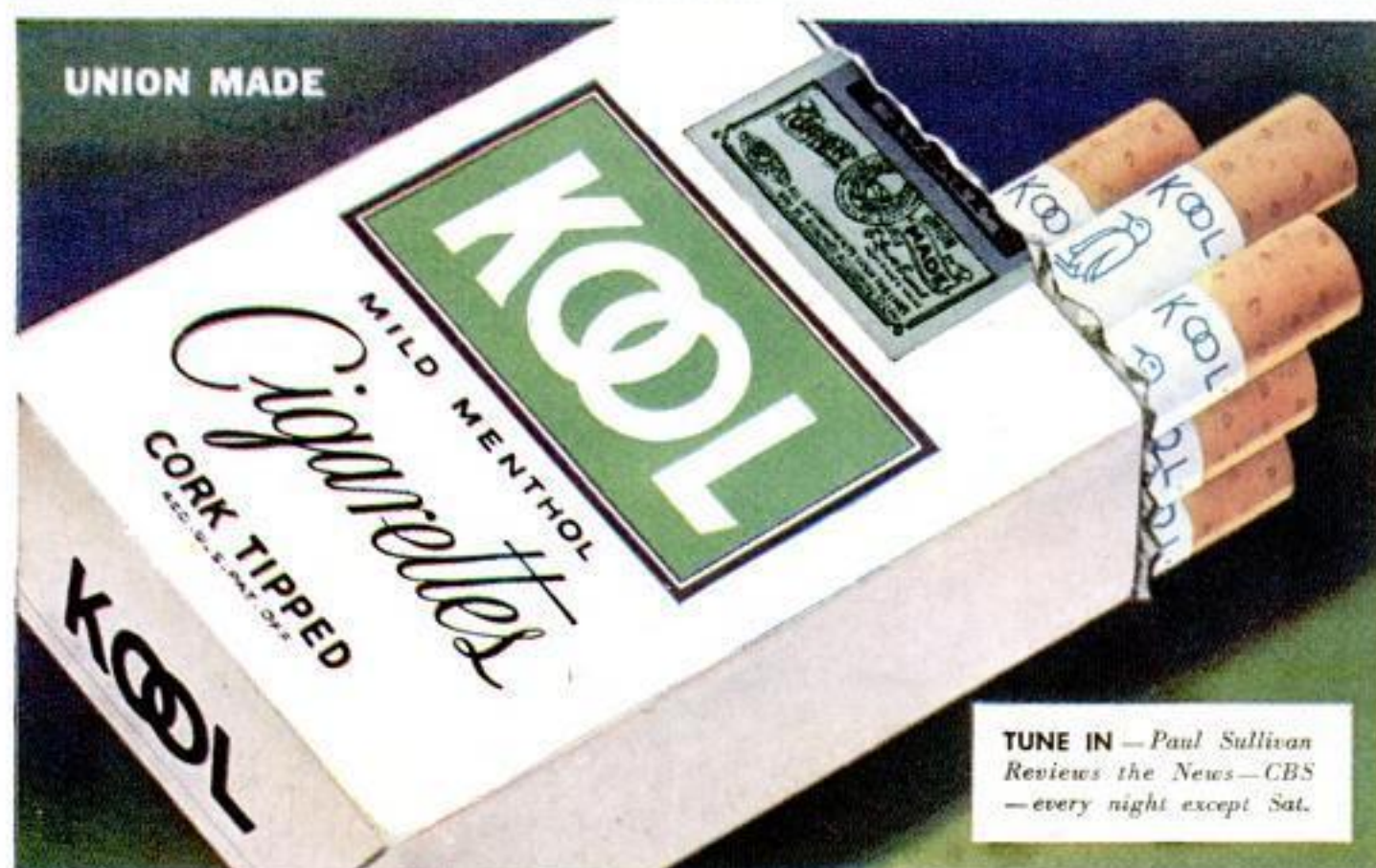


**"THE MENTHOL  
IS DEFINITELY  
REFRESHING"**



**"YOU'LL ENJOY  
ALL YOUR  
SMOKING MORE"**

P. S. KOOLS are so much easier on your throat, lots of folks smoke 'em all the time



TUNE IN — Paul Sullivan  
Reviews the News—CBS  
—every night except Sat.

**VALUABLE COUPON ON EACH PACK...FOUR EXTRA IN CARTONS**  
Good in the United States for dozens of worthwhile premiums like these



CORY COFFEE BREWER. Platinum striped. Chrome hardware. Two-heat stove. 8-cup size . . . . . 450 coupons.



SPORT JACKET of tan poplin. Rain-proof. Specify man or woman—small, medium or large size . . . 475 coupons.



COCKTAIL SET. Shaker has chromium top, platinum bands, frosted base . . . 150 coupons. Set of 6 matching glasses . . . 100 coupons.

Write for free illustrated premium catalog No. 17. Brown & Williamson Tobacco Corp., Box 599, Louisville, Ky.

**B & W COUPONS ALSO PACKED IN RALEIGH & VICEROY CIGARETTES & BIG BEN SMOKING TOBACCO**



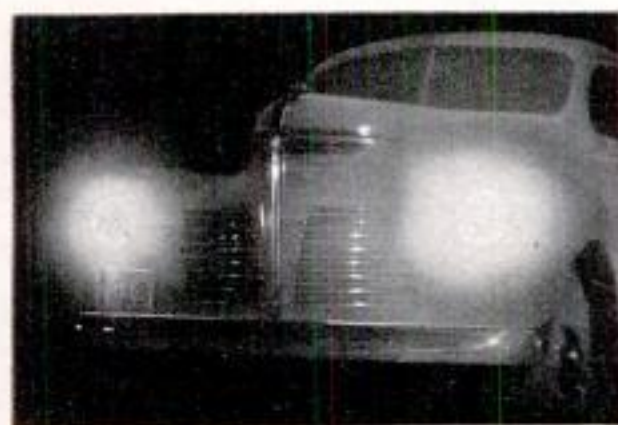
They All Say— "PLYMOUTH IS THE 1940 BEAUTY!"



And America's Excited  
**LUXURY RIDE!**  
over the



Shifting is a luxury, too, with steering post gear shift at no extra cost...and a new transmission.



New Sealed Beam Headlights give much brighter road light for greater comfort in night driving.

#### NEW LUXURY THROUGHOUT

1. **MAGNIFICENT STYLING**—new grace, luxury, distinction, in every detail.
2. **BIGGER CAR** throughout—117-inch wheelbase—wider seats.
3. **INCREASED VISION** through larger, safety glass windows and windshield.
4. **THE LUXURY RIDE**—new ride formula—smooth, soft, restful!
5. **SUPERFINISH** of engine parts adds to Plymouth's long-life smoothness.

THERE'S *NEVER* BEEN a low-priced car with so much luxury—so much *value*—as this stunning 1940 Plymouth! Step inside this low-priced beauty! Notice the new spaciousness...front seats are 4" wider—wheelbase is now 117 inches.

Enjoy the luxurious "feel" of Plymouth's big Floating Power engine—*Superfinished* in vital parts for longer life.

Running boards are optional...oil filter standard on all models...*Superfinished* drums on the big, precision-type hydraulic brakes. *You never saw such value!*

See this magnificent car—and take Plymouth's *Luxury Ride*. Find out how much *more* low price buys this year!

#### EASY TO BUY

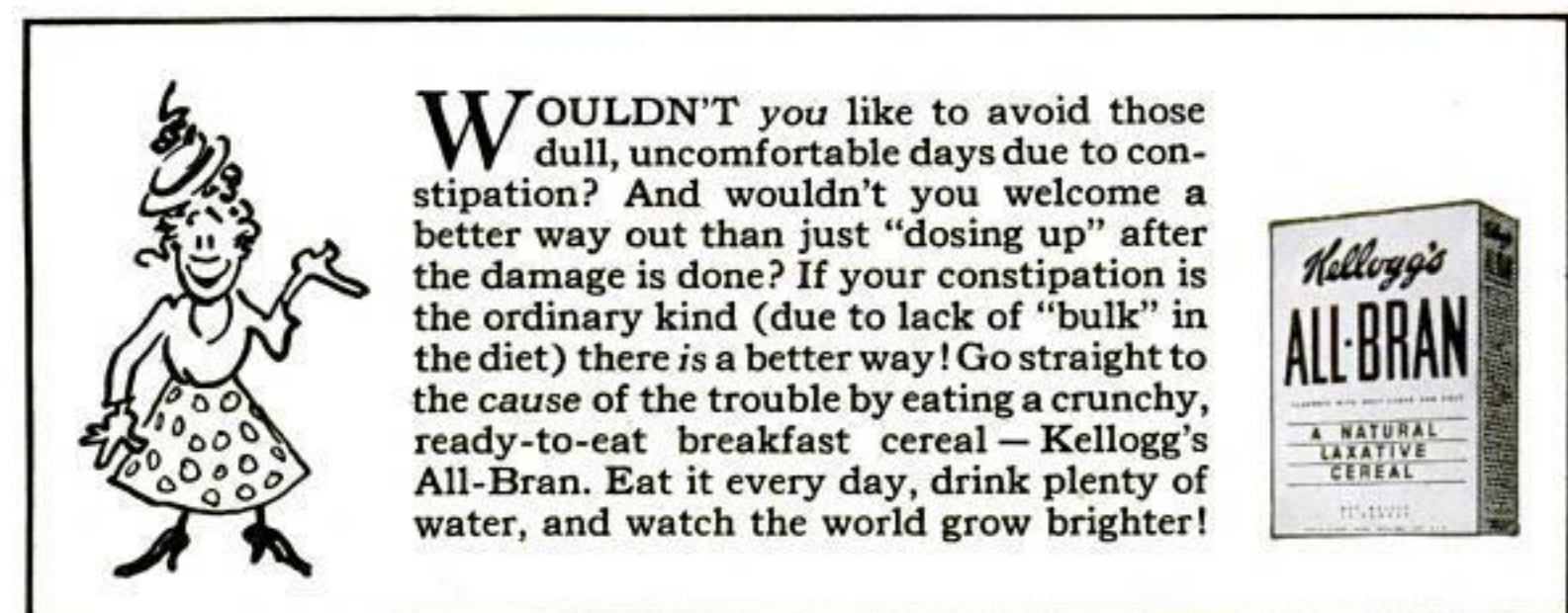
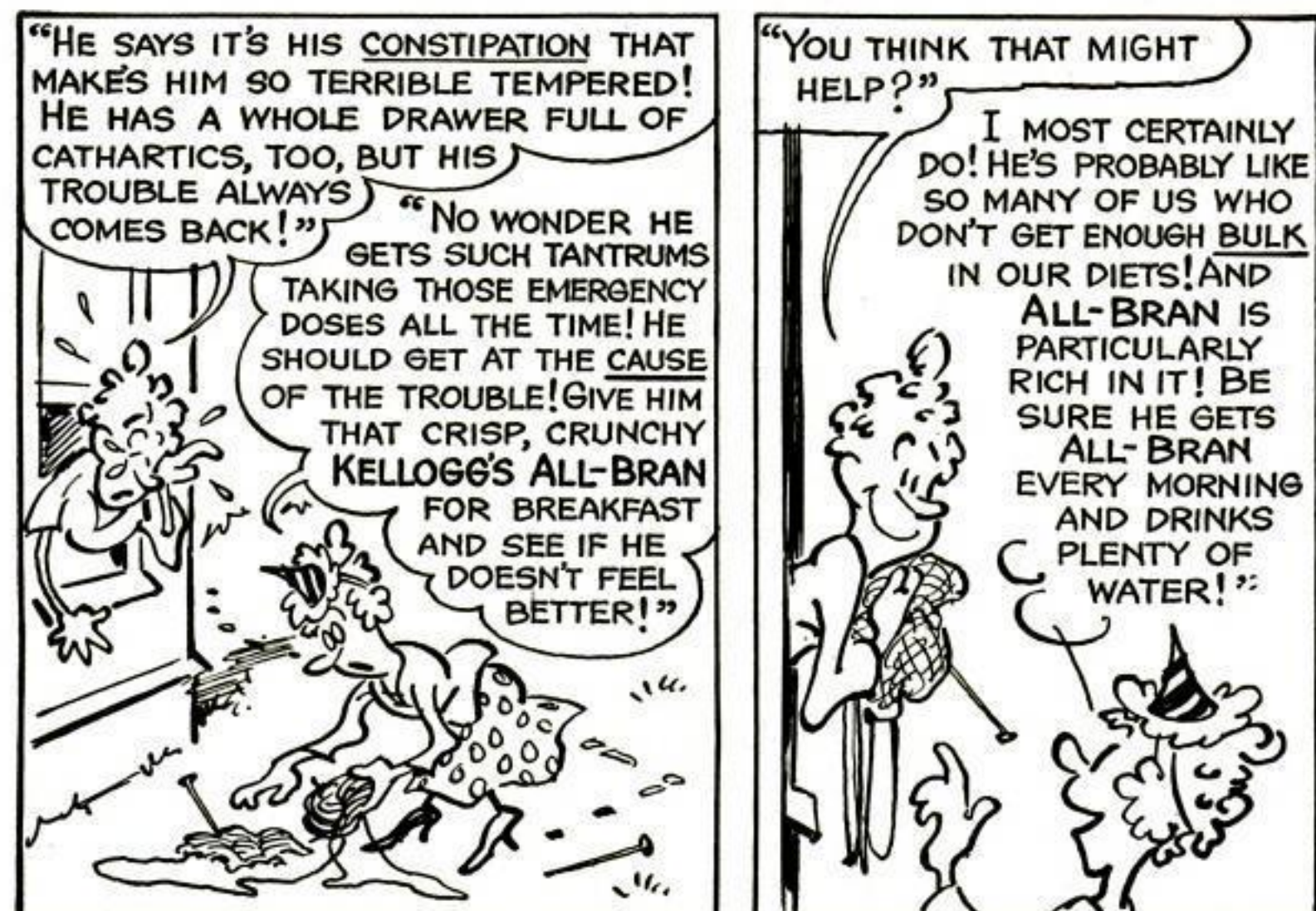
CONVENIENT TERMS

Your present car will probably represent a large proportion of Plymouth's low delivered price...the balance in surprisingly low monthly instalments. See your Plymouth dealer for local delivered prices. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Mich. MAJOR BOWES, C. B. S., THURSDAYS, 9 TO 10 P. M., E. S. T.

# 1940 PLYMOUTH

The Low-Priced Beauty  
with the **LUXURY RIDE**





Copyright, 1939, Kellogg Company

Join the "Regulars" with  
**KELLOGG'S ALL-BRAN**

## LETTERS TO THE EDITORS

## Trotsky on Stalin

Sirs:

You made a bad mistake, it seems, in presenting Trotsky's sketch of Stalin. While that article would fit well into nearly any other magazine, we who are accustomed to the factual, unbiased columns of LIFE find it distasteful to read the biography of any man as seen by his most bitter enemy.

JOSEPH W. STEPHENSON

Berkeley, Calif.

P.S. Last three editions have been super!

Sirs:

Ex-comrade Trotsky says (LIFE, Oct. 2) of his ex-comrade Stalin: morose, sluggish, capricious, peculiar, blind, despotic; insufficient intellectual equipment, neither theoretical imagination, nor gift to grasp future events; cautious temporizer, outstanding mediocrity, not a strategist and a series of failures.

Can you tell me how such a one had sense enough to kick astute and knowing Trotsky out of Russia?

A. C. STRONG

Saranac Lake, N. Y.

Sirs:

Orchids to you for the publication of Leon Trotsky's article on Joseph Stalin.

With the Stalinazi pact such a devastating, almost inconceivable occurrence, it is necessary for the workers of the world to obtain a clear understanding of the events leading up to such a pact, and a true picture of the individual most directly responsible. Who is in a better position to draw this illustration than Leon Trotsky, the man who with Lenin led the Russian Revolution and founded the Soviet State—the man who has studied

Sirs:

This work should go down in history beside John Wilkes Booth's biography of Lincoln and Judas' *Life of Christ*.

MAURICE K. BAKER

Kansas City, Mo.

Sirs:

Too bad Benedict Arnold isn't available. He might toss off something neat on G. Washington.

ROBERT KELLEY

Los Angeles, Calif.

Sirs:

May I suggest the life of John L. Lewis by William Green?

EARL VANCE

Miami Beach, Fla.

Sirs:

The Big Bad Wolf would undoubtedly appreciate an opportunity to express his unedited opinion of Little Red Riding Hood's Grandmother.

RUTH DAVENPORT

North Hollywood, Calif.

## Mixup

Sirs:

In the Oct. 9 issue of LIFE in which you feature the Little America Football League, you state that Gene McNall is the most freckled boy on the Buccaneers' team. You substantiate this statement with a picture of a youngster with only one or two small freckles sprinkled across his nose.

My son is really freckled, as indicated by the attached picture.

ELSIE C. McNALL

Denver, Colo.



DUANE CASTELLA



GENE McNALL



JIM MATTHEWS

and presented such a crystal-clear analysis of every important happening in that state since its inception.

GERRY ARNOLD

Cleveland, Ohio

Sirs:

Sour grapes is what we usually call an outburst like Trotsky's.

BETTY NEMITOFF

New York, N. Y.

Sirs:

It is bad enough for LIFE to publish Leon Trotsky's incoherent mixture of gossip and jealousy. It is fantastic to call Trotsky "unquestionably the foremost authority on the subject." When are you going to have Mr. Hoover do the definitive biography of President Roosevelt?

GRANVILLE HICKS

Grafton, N. Y.

Sirs:

I was well pleased to find the picture of my young son but rather deeply chagrined to look under the picture and find the name Gene McNall, whereas it should have been Duane Castella.

H. C. CASTELLA

Denver, Colo.

Sirs:

In your Oct. 9 issue you have shown a picture as that of Bud Fisher, whereas the name should have been Jim Matthews.

J. J. MATTHEWS

Denver, Colo.

● LIFE's apologies to the Castellas, McNalls, Matthews and Fishers for an inexcusable mixup. Above are the sons of LIFE's three correspondents, correctly labelled.—ED. (continued on p. 4)

## YOUR ADDRESS?

IS the address to which this copy of LIFE was mailed correct for all near future issues? If not, please fill in this coupon and mail it to LIFE, 330 E. 22nd Street, Chicago, Illinois.

Effective \_\_\_\_\_ my mailing address for LIFE will be:

DATE

## NEW ADDRESS

Name \_\_\_\_\_ PLEASE PRINT

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

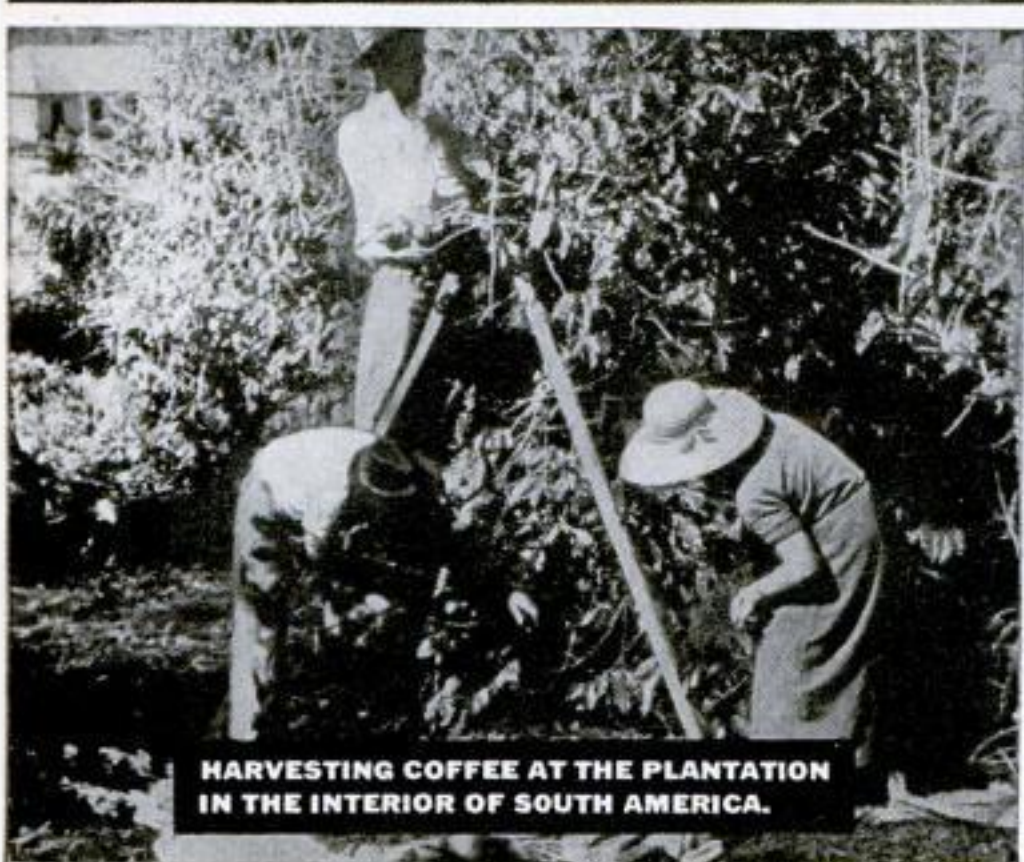
## OLD ADDRESS

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



# hand-picked coffee



SOUTH AMERICAN GIRLS HAND PICK A & P COFFEE TO THROW OUT ANY DEFECTIVE BEANS. SO CAREFULLY IS THIS WORK DONE THAT A GIRL CAN "EDIT" ONLY THREE BAGS A DAY.

WE BEGIN WITH SUPERB QUALITY—THE PICK OF THE PLANTATIONS—NO WONDER A & P COFFEE IS

## CHOSEN BY EVERY 7<sup>th</sup> FAMILY

**S**TUDY these photographs! They reveal the secret of the amazing popularity of A & P Coffee . . . chosen by every Seventh family. And bear in mind there are 10,000 brands of coffee on the market!

Prideful care is taken from the selection of the growing crop in South America to the grinding at your exact order in the A & P store, to provide you with coffee of magnificent flavor.

Each step from plantation to your table is controlled by A & P, thus eliminating many in-between profits and extra handling charges. Result: you get superb coffee at amazingly low prices.

Try A & P Coffee for the sake of your palate and purse. We offer a choice of three blends to please every taste—Eight O'Clock, mild and mellow—Red Circle, rich and full-bodied—Bokar, vigorous and winey.

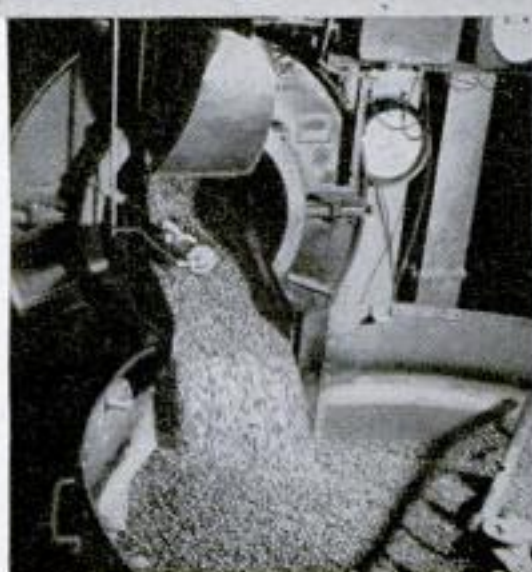


There are three distinctive blends of A & P Coffee to suit every individual taste.

### DIRECT FROM PLANTATION TO YOU!



A & P has 60 expert South American coffee buyers.



Automatic roasters cut off the heat at the flavor peak.



Fresh grinding in A & P stores gives you finer flavor.

BE ONE OF THE SMART THOUSANDS WHO ENJOY THESE FINE, FRESH COFFEES AND  
**SAVE UP TO 10¢ A POUND**

You pay amazingly low prices for fine A & P Coffee.



AT ALL A & P FOOD STORES

This One



E3BZ-FQW-18SL



## "COMPLETE INSURANCE PROGRAM" IN ONE POLICY—PAYS \$200 A MONTH INCOME



Probably there will never be any such thing as an "all-purpose" life insurance policy. But a remarkable plan has recently been perfected which comes closer to this ideal than anything you could get until now. It does provide *both* of the things you *most* want from life insurance. First, you want to enjoy a well-earned rest when you get older—devote yourself full-time to the things you really enjoy. This Plan will give you \$200 every month for life, starting the day you're 60—a comfortable, assured income which nothing can take from you. Second, you want your family to be protected as fully as possible in the event of your premature death. This Plan would give them \$200 every month for 20 years—keeping them safe and secure till your youngsters were educated and self-supporting. At the end of the 20 years, your wife would receive a generous life annuity. This policy, called the Complete Protection Plan, is sponsored by a \$300,000,000 institution that has come through every war and depression since 1867. For full details on the Plan, send your name and address on a card to The Union Central Life Insurance Company, Dept. B-7, Cincinnati, Ohio.



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### THE UNION CENTRAL LIFE INSURANCE CO.

## LETTERS TO THE EDITORS

(continued)

### Kaiser's Hand

Sirs:

Of all the photographs of the ex-Kaiser, your Picture of the Week (LIFE, Oct. 2) is the first one I have ever seen that shows his withered left hand (see cut).

The German people have always been very sensitive about this withered left hand. He was never photographed with it showing. At the time of his birth, famous English doctors were called in an effort to correct this deformity but were unsuccessful. The Germans felt a resentment at this, stating that there were just as good doctors in Germany as in England.

The curled fingers of this hand were trained to hold with their feeble strength the reins of the horse he rode while he saluted with the other. This was indeed a dangerous and courageous stunt.

BURWELL JORDAN

Tampa, Fla.



KAISER AND PRINCESS HENRY

Sirs:

In the current issue of LIFE the Picture of the Week carries a caption giving the ex-Kaiser of Germany a mother-in-law. Princess Heinrich XXII of Reuss, mother of the ex-Kaiser's wife, died in 1891. The lady whom you have wrongly identified is Princess Henry, widow of the ex-Kaiser's brother, Prince Henry of Prussia.

M. S. WEYER

New York, N. Y.

● Beg pardon. Princess Henry it is. —ED.

### Stalin No Jesuit

Sirs:

Under the picture of Joseph Stalin in LIFE, Sept. 25, you say that Stalin's father "sent him to a Jesuit Seminary but he became a professional revolutionary." May I hope that your research department will find it possible to correct the error involved, for three reasons:—

a) There was no Jesuit Seminary at Tiflis during Stalin's lifetime.

b) The Jesuits at this period were as unacceptable to the Czarist Government as they now are to the Communist regime.

c) No Jesuit educational institution was possible in Russia since the ukase of Alexander I expelling them on March 25, 1820. The undersigned was the first Jesuit, after the expulsion, to live continuously for a length of time on Russian territory—during 1922–1923. Even if there had been a Jesuit Seminary at Tiflis, Stalin's father would never have sent him there to be educated as a priest of the Greek Orthodox Church, to which the Djughashvili family belonged. The schools, colleges and seminaries of the Society throughout four centuries have undoubtedly seen future revolutionaries enrolled on their rosters, but not this one.

EDMUND A. WALSH, S. J.  
Regent

School of Foreign Service  
Georgetown University  
Washington, D. C.

(continued on p. 6)



Yorkshire  
402



\$8.75 to \$10



NOW IT CAN BE  
**COLO**

WEAR  
**'Ski-Mo-Jama'**

ON WINTRY NIGHTS  
**\$2**

The new champion for winter sleeping. A warm, fleecy-type fabric created especially by Weldon for winter comfort. Soft as a kitten's ear. Warm as fur. Sporty ski-suit styling... snug ankles and wrists prevent creeping up. Has the "Lastex Wonderbelt" that actually breathes with you. Blue, chamois, green. Sizes A to D.

*Pajamas by Weldon*

At all stores, or write Lubin-Wecker, 1270 B'way, N. Y., for nearest dealer.



# A NEW STEINWAY VERTICAL <sup>\$</sup>495

F. O. B. NEW YORK CITY

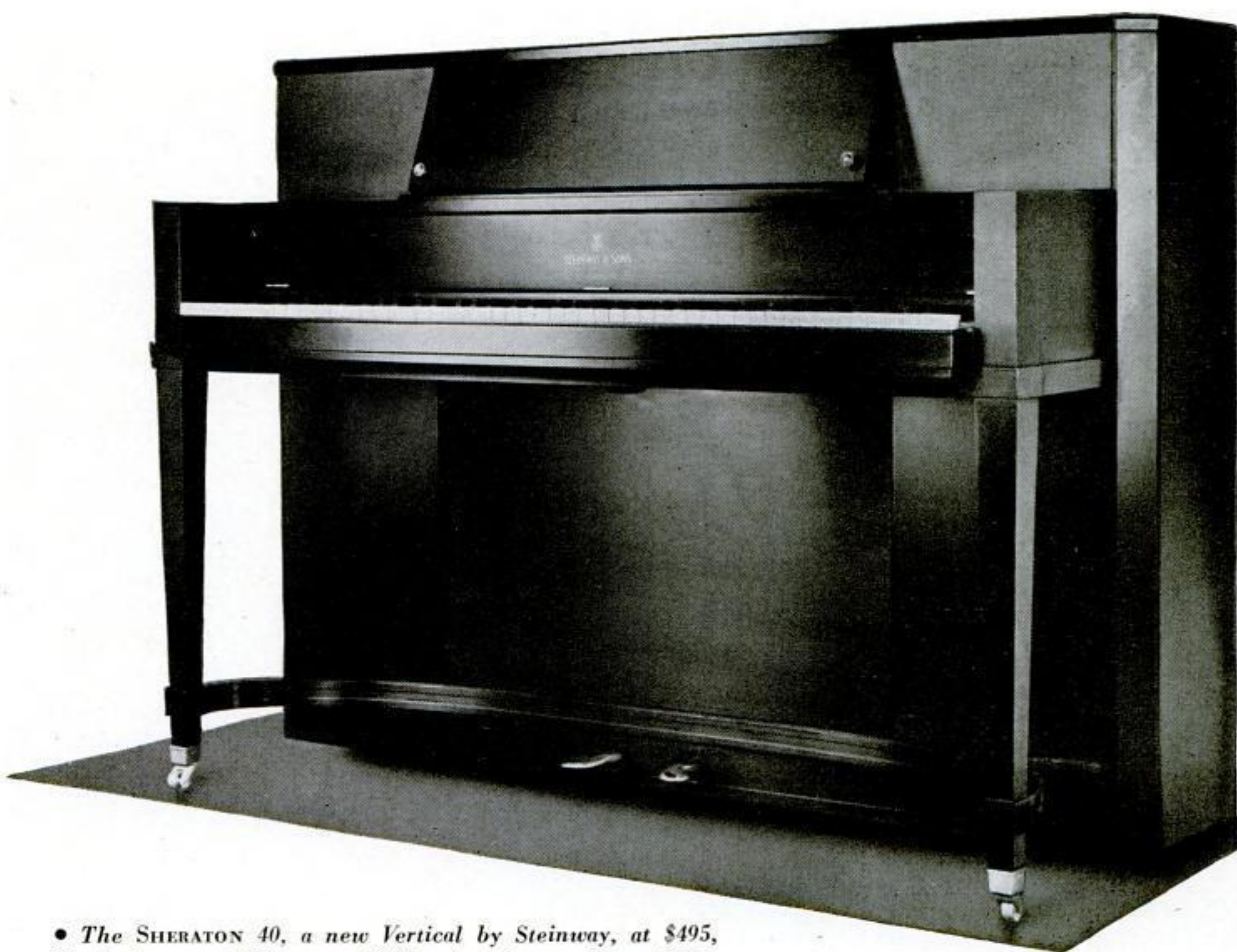
*Steinway & Sons announce a distinguished new instrument, built in the Steinway tradition, and now offered to music-lovers at the lowest price in Steinway history.*

*This is, without exception, one of the most important announcements Steinway has ever made.*

For as little as \$495 . . . less than one-third the cost of a medium-price motor car . . . you can own the new Steinway Sheraton 40, ebonized, one of the most beautiful instruments ever to come from the hands of Steinway craftsmen!

In all respects, this is a *new* piano. The *size* is new . . . small enough for the most compact room or apartment. The total height is only forty inches! (An upright of ten and fifteen years ago, which may still be in your home, was 55" to 62" high.) Yet the Sheraton Vertical is a full-scale instrument.

The *design* is new. Graceful lines harmonize with virtually every decorative scheme. This new piano is, in itself, an exquisite piece of furniture.



• The SHERATON 40, a new Vertical by Steinway, at \$495, ebonized case. Mahogany, \$560; American walnut, \$575.

And the *price* is new. Never before has it been possible to buy a Steinway for so little. Many months of testing and experiment to find new ways to build . . . modern methods of production . . . and a smaller profit margin . . . all, together, enable Steinway to offer this piano at the lowest price in history.

But the quality is not new. Steinway standards for materials . . . Steinway responsiveness in the action . . . Steinway tone (incredibly deep for an instrument of this size) . . . Steinway craftsmanship . . . *these have not changed.* The new Steinway Sheraton, in our opinion, is the finest piano you can buy at the price.

Steinway & Sons now offer a complete line of Vertical pianos, in prices ranging from \$495 to \$625. Choose from among four authoritative designs—Sheraton, Colonial, Modern, and Pianino, in walnut and ebonized finishes. Convenient terms make the new Verticals easy to own. You can pay as little as \$49.50 down!

Your own Steinway dealer will explain local prices and terms. Steinway & Sons, Steinway Hall, 109 West 57th Street, New York City.

Down payment <sup>\$</sup>49.50  
as little as

• You pay only 10% of the purchase price now—the balance over a convenient period. Interest charges on unpaid monthly balances only. Generous allowance is deducted for your present piano.



STEINWAY & SONS, FOUNDED 1853  
IN NEW YORK CITY

**STEINWAY**  
THE INSTRUMENT OF THE IMMORTALS



American in design and spirit—the Steinway COLONIAL 40. In mahogany, this new Vertical is \$580, and in American walnut, \$595. . . . All prices quoted are f. o. b. New York City.





1  
Stan Laurel and Oliver Hardy, stars of the Boris Morros-RKO Radio Production, "The Flying Deuces", are bewildered, as usual—this time by...



2  
...a unique ship. This is a seatrain, which transports a hundred fully loaded freight cars between American and Cuban ports. The...



3  
...freight cars are loaded on the ship direct from railroad sidings. In the operation of this sea-going railroad, Seatrain Lines, Inc., relies on Sinclair lubricants. For safe...



4  
...dependable lubrication for your car, see your nearby Sinclair Dealer. He now offers you a special Sinclairize for Winter service. It will make your car safer for winter driving. Ask him about it today.

## LETTERS TO THE EDITORS (continued)

### Hudson River

Sirs:

Thank you for your splendid article on the Hudson Valley, the loveliest spot in America. I, too, resent the inference in the appellation "American Rhine," but it must be admitted that rapacious American Industrialism has left ugly scars along the Hudson, nothing less than a national crime in Germany.

PAUL M. MATTICE  
Ithaca, N. Y.

Sirs:

The Oct. 2 issue is especially interesting for its peaceful treatment of the American Rhine in contrast to the war-torn Vistula. The stormy Hudson on page 65 is being churned not by the elements but by the sidewheel steamer which, by the way, is departing from and not pulling into the dock.

R. B. WALKER  
Chicago, Ill.

Sirs:

Hurrah for your Hudson River suggestion. I made the trip to Poughkeepsie today.

Having been an enthusiastic resident of the State of California for the past 20 years, I had entirely forgotten my native state could stage such a glorious display of color at this time of the year.

This suggestion alone was worth the year's cost of a LIFE subscription.

HENRI P. GUERTIN  
Hollywood, Calif.

### Nice Big Juicy Nail

Sirs:

So! That's what our Congressmen look like? (Oct. 2 issue, p. 13). Frankly, I never did like an old man. They are usually so doggone mean and these old sour-pusses seem to run true to form.

I'll be glad to furnish the second gentleman in the second row (see cut) with



SENATOR WALSH

a nice big juicy 20-penny nail. Looks like he's mad enough to bite one in two.

But if this is their reaction to a change in the present Neutrality Law, I'm with 'em—100%. Hope they're mean enough to say "NO" and make it stick.

HENRY BALLARD  
Novato, Calif.

● The sour-puss who wins the nail is Senator David Ignatius Walsh of Massachusetts.—ED.

### Hymn-Swinger

Sirs:

On Aug. 28 there appeared in LIFE a picture depicting members of an Assembly of the Church of God in Christ in Harlem singing with Mrs. Rosa Tharpe. Mrs. Tharpe no longer is identified with, or renders service to, this or any other Assembly of the Church of God in Christ.

O. M. KELLY  
Pastor  
Church of God in Christ  
New York, N. Y.

● "Sister" Tharpe now confines her hymn-swinging to vaudeville houses.—ED.

**A BARGAIN IN  
Hair Care**

**1¢ Sale  
JERIS**

**HAIR TONIC**  
MEDIUM SIZE  
Regularly 75¢

FOR A LIMITED TIME! **2 bottles for 76¢**

An extraordinary opportunity to stock up on Jeris, the "common sense" Hair Tonic that removes loose dandruff with unfailing success. A million satisfied users! Buy one bottle at the regular 75¢ price—get another 75¢ bottle for ONE CENT MORE!

AT DRUG STORES AND BARBER SHOPS

**PENDLETON**  
Virgin Wool Shirts

Oregon Plaid No. 535

First made for the men who tamed the West

Now worn everywhere for outdoor adventure. As in pioneer days, Pendleton shirts are America's finest shirt for all weather protection, for action freedom. The soft virgin wool fabrics are woven from selected western wool and are created by western stylists who know what today's sportsman demands in design and colorful patterns.

At your sports or department store in gabardines or flannels in solid colors, plaids or checks. \$5 to \$8.50.

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PENDLETON WOOLEN MILLS  
Portland, Oregon.

Please send me free literature, sample fabrics, name of nearest dealer.

My Name \_\_\_\_\_  
My Address \_\_\_\_\_



# Eat Bread for Energy

*even if you are Reducing*

**This sensible diet  
takes off weight without loss  
of strength—helps burn up  
safely the fat you lose**

**H**ERE'S what every woman wants—a way to achieve lovely slenderness without resorting to drastic, weakening diets.

Such reducing diets often so starve the body that you become weak, nervous, irritable. They cut down too much on fuel foods—frequently leave out bread altogether. Lacking fuel food, the fat you lose is not burned up completely. A harmful

residue remains, which often causes lowered resistance and that exhausted, "washed-out" feeling.

Don't endanger your health with extreme diets. The Bread Diet reduces weight *safely*.

Rich in energy-giving carbohydrates, bread helps you burn up more completely the fat you lose . . . and helps keep up your strength and energy.

So, if you're reducing—follow this safe and sensible Bread Diet. Feel splendidly fit and in tiptop shape, instead of weak, half-starved and irritable. Enjoy two slices of delicious bread with every meal!

## Enjoy meals like these\*— and take off weight!

These typical Bread-Diet meals give about 1500 calories a day—the reducing allowance of the average person, moderately active, whose ideal weight would be 130 lbs., but who is 10 to 20 lbs. overweight. For more extreme overweight, consult your doctor about reducing.

### BREAKFAST

1 glass fruit juice  
Small serving of lean meat or fish  
—or 2 eggs  
2 SLICES of BREAD or TOAST  
½ square butter—¼ in. thick  
Clear coffee—1 level teaspoon sugar

### LUNCH or SUPPER

Average serving broiled halibut  
Tomato and lettuce salad—  
1 tablespoon mayonnaise  
2 SLICES BREAD  
Clear tea or coffee plus  
1 level teaspoon sugar

### DINNER

Beefsteak—¼ pound  
½ cup mashed squash  
Broccoli (average serving)  
Salad: lettuce—  
peach halves (2)—  
cottage cheese (2 tablespoons)  
2 SLICES BREAD  
1 glass milk—½ pint

\*Make sure, of course, that your overweight is not caused by a condition that requires medical treatment.



## You can ride a bicycle 5½ miles on 3 slices of bread

Active hours of play or work make enormous demands on your body. About 85% of the food we eat is used for energy. And bread is one of the richest sources of food energy. Serve bread at every meal—at least 6 slices a day for each member of the family.

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# FREE

20-PAGE BOOK—  
COMPLETE  
BREAD-DIET GUIDE

Tells how much you  
should weigh for your  
age and height—how to  
reach your ideal weight.  
Complete Bread-Diet  
menus for a whole week.



## Buy Bakers' Bread—

With trained skill and scientific equipment, the modern baker makes bread that delights the critical taste—made of pure, wholesome, nourishing ingredients.

American Institute of Baking, Dept. L-10  
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Please send my FREE copy of "The Right Way to Right Weight"

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"GINGER," BETTY ANN, PEGGY LOU AND HAPPY DOG SIT ON PLYMOUTH ROCK

# *SPEAKING OF PICTURES . . .*

## *. . . THREE KIDS TAKE A LOOK AT AMERICA*



On the rim of the **Grand Canyon** they stood at Indian Watch Tower and had a magnificent sunset view of the Canyon. Here they also saw sea fossils and footprints of prehistoric monsters.



"**Oldest Wooden Schoolhouse**" in U. S., built about 1742, at St. Augustine, Fla., was visited by children last winter. In Florida they also went deep-sea fishing and hunting.



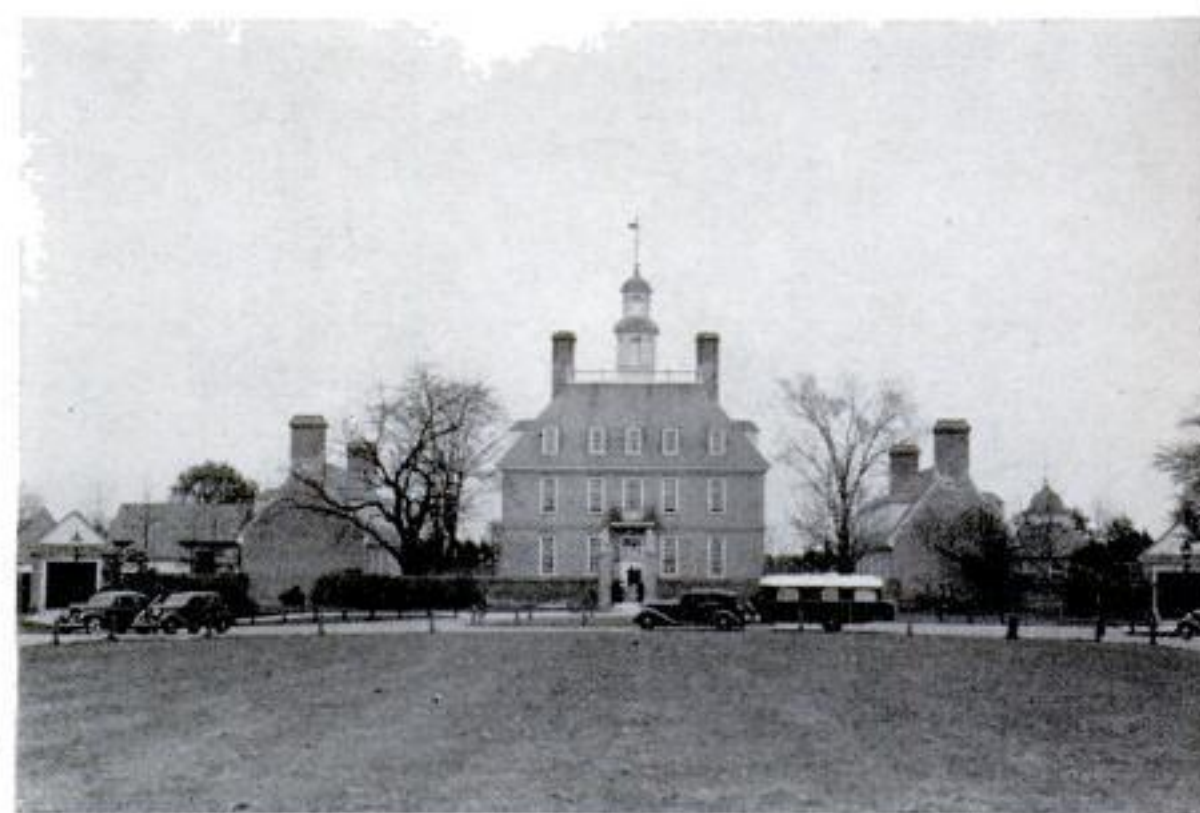
At **Valley Forge** they stood beneath \$100,000 National Arch commemorating bravery of Continental Army that wintered there in 1777-78. Later they saw Independence Hall, Philadelphia.



**Daniel Boone's** grave at Frankfort, Ky., interested the Rosses. Boone is buried here next to his wife.



At **Mount Vernon**, visited by over half a million people a year, the children saw the colonial mansion on Potomac's bank where Washington died in 1799. They also visited his grave, which was locked in 1855. Key was thrown in the river.



**Governor's Palace at Williamsburg, Va.**, built in 1713-1720, burned down in 1781 while serving as a hospital in the Revolution. Rockefeller restored it in 1934. Ross's trailer "Happy House" stands before it.



In the **Garden of the Gods** near Colorado Springs, Colo., the children climbed around the grotesquely shaped rocks which resemble animals, gargoyles, tables, chimneys and human faces.



At **Dearborn, Mich.**, where Henry Ford has collected Americana, they rode in a landau past the famed cycle shop (right) in which the Wright Brothers built their first airplane in 1902-03.



In **Diamond Grotto** of Mammoth Cave in Kentucky, Mrs. Ross pointed out stalactites which hang from the roof. Inside this cave gunpowder was made during War of 1812.



Shown here are three children whose living room is America. For 14 months they covered the U.S. in "Happy House," a trailer, with their parents, Mr. and Mrs. Eugene Ross of Westwood Hills, Calif. There was scarcely a scenic or historical view they missed. They went "nowhere in particular," "everywhere in general," and they discovered a lot of America.

In Colorado they missed a flood, in Kansas a dust storm, in Tennessee a forest fire, in Mississippi a hurricane. They drove over the Rockies last autumn when the aspen turned gold and Pike's Peak shimmered with snow. In the Petrified Forest, Peggy Lou Ross, 11, said she felt like Dorothy in the Land of Oz when she visited the Jeweled City. The petrified wood held semi-precious stones and Peggy Lou wanted to scoop them up in her hands. On a visit to Hannibal, Mo., where their great-grandfather had learned the printer's trade with Mark Twain, the children re-lived the adventures of Tom Sawyer and "all but painted the fence."

The younger children were Eugene Jr. ("Ginger"), 7, a freckle-faced kid who misplaces his "p's" and "l's," and Betty Ann, 9, whose mother calls her "a motherly little soul with dimples and a yen for worrying." Oldest and most philosophical was pretty Peggy Lou.

On their way the children collected a menagerie. They took Happy Dog, a wire-haired fox terrier, and Midge, a Manchester terrier, from home and picked up horned lizards in Santa Fe and Petty, a lizard, in the Petrified Forest. In St. Louis a zoo official gave them a turtle. They named it "Spirit of St. Louis the Second," but Betty Ann said "Louey" was really the spirit of curiosity. The Memphis zoo-keeper gave them two more turtles—Dixie and Memy—prettier than Louey but, as Peggy Lou put it, "Louey has more personality." In Tennessee they added Ferdinand, an opossum, and in Everglades, Puck, a raccoon.

In Louisiana they drove through the tangled wilderness with hanging moss "as soft as gauze" clinging to trees. In New Orleans they saw a flagpole on which have flown the colors of Spain, France and the U. S.

They wintered at West Palm Beach and ate Christmas dinner with 16 relatives. Baby alligators hung from the Christmas tree for the children. In March they started home by way of the eastern seaboard and Canada. Back home in September they were promoted into their regular grades. Said Peggy Lou philosophically: "This country is lots bigger than it looks on the map. I wish every child could take a trip like ours because history and geography are easy that way. It's lots more fun to stand on Plymouth Rock (left, above) than just read about it. I would like to be the curator of the Smithsonian Institute or help Ginger in his museum."



THE ROSS CHILDREN AND HAPPY DOG LOOK AT AMERICAN FALLS AT NIAGARA



At Cumberland Falls on the Cumberland River, Ky., the children and Mrs. Ross enjoyed a beautiful view. Happy Dog sat on the fence. In Philadelphia they visited Betsy Ross's home (right). Here she sewed the first official U.S. flag in 1776, but did not design it.



Lincoln's home in Springfield, Ill., was only house Lincoln ever owned. He lived here from 1848-61. During their 14-month trailer trip, Ross children kept regular hours, took their usual daily naps.



"Old Kentucky Home" which inspired Stephen Foster's song was seen by children near Bardonia, Ky. Real name of home is "Federal Hill."



At Mark Twain's home in Hannibal, Mo., Ginger stood at "Tom Sawyer's window" and saw drain-pipe down which Tom slid for his nocturnal adventures. Children also visited Dinosaur Park, Rapid City, S.D. (right).



At the White House they strolled through the rooms but did not meet the President. It was first occupied by John Adams in 1800. A million people now visit it annually.



At Ft. McHenry, near Baltimore, children stood on top of old fort which inspired Francis Scott Key to write *The Star-Spangled Banner*, the official national anthem, during the War of 1812.



At Mount Rushmore National Memorial, the children, dressed in cowboy suits, saw Gutzon Borglum's massive heads of Washington, Jefferson, Theodore Roosevelt (unfinished) and Lincoln.



# Catching COLD?

## Sal Hepatica helps 2 ways



**BUD:** Gee, Sis, my name must be Jinx. With the South's cutest girl coming 300 miles to see me play football, I'm catching cold. I'll probably spend Saturday at the Infirmary instead of on the field!

**SIS:** Then it's time for quick action—with Sal Hepatica.



**BUD:** What do you mean—quick action?

**SIS:** I mean Sal Hepatica helps fast two ways. First, it's a quick yet gentle laxative. And speed is important in fighting off a cold. Second, it helps Nature counteract the acidity that so often accompanies a cold.

**SEVERAL DAYS LATER**



**SIS:** Buddy, you were marvelous! I... she... everyone's cheered till they're hoarse.

**BUD:** The cheering ought to be for you, Sis, for I might be in bed this minute, if you hadn't helped me ward off that cold with Sal Hepatica. But here she comes, Sis, and a wise little gal like you knows when to scam.

## SAL HEPATICA

Get a bottle at your druggist's today

TUNE IN! Big new Fred Allen Show—Wednesdays at 9 to 10 P. M., E.S.T.

## SPEAKING OF PICTURES

(continued)



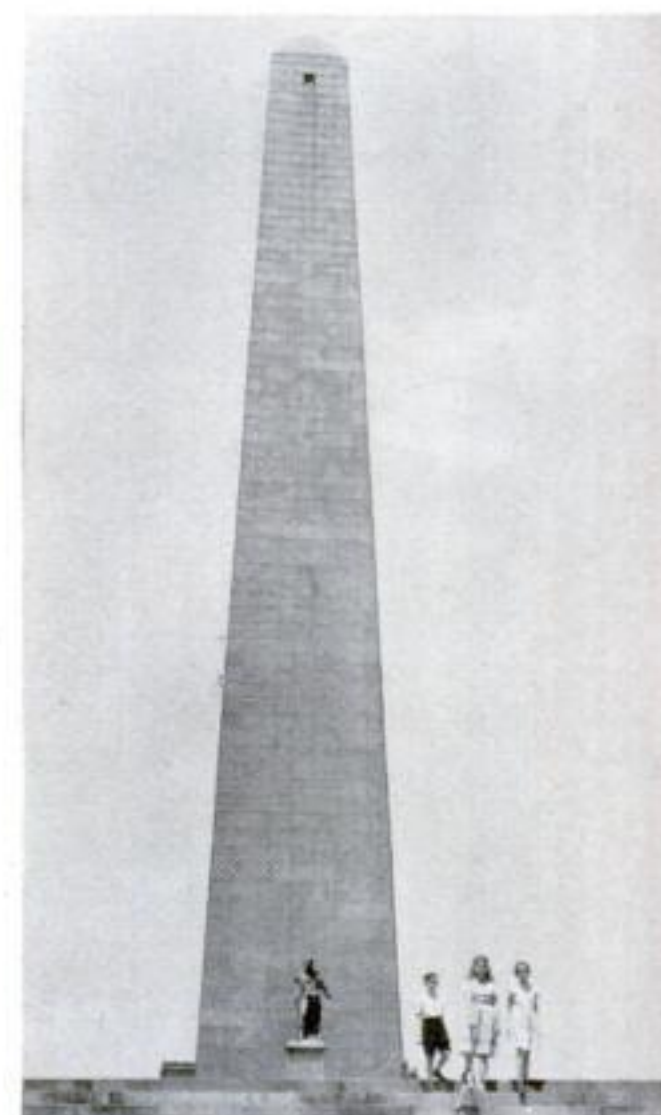
At Paul Revere's home, the oldest house in Boston (c. 1676). He was an engraver.



On bow of U. S. S. "Constitution." "Old Ironsides" was reconstructed in 1931.



In belfry of Old North Church. There is doubt whether this is the famous belfry.



At Bunker Hill. Monument has 295 steps. Lafayette laid the cornerstone in 1825.



At Concord, before the fine statue to the 500 "Minute Men" by Daniel French.



At the Statue of Liberty which France gave U. S. in 1886 at a cost of \$450,000.



## CONTENTS

### THE WEEK'S EVENTS

Talk of Peace Raises the Issue of a New World Order	13
... and Clarence Streit Proposes "Union Now"	14
LIFE on the Newsfronts of the World	16
On a Muddy Road in Poland, Conquerors Hitler and von Ribbentrop Think	17
Sudden Death in the Balkans: King Carol Avenges His Premier's Assassination	18
General von Mackensen Honors General von Fritsch	20
Biddles Meet Bullitt Without "Charlie Ross"	21
Mannerheim, Liberator of Finland, Mobilizes Against Russia	22
Britain's Navy Patrols the North Sea	24
Targets of a German Air Attack on England	26
Documentary Record of the Last Days of Once Proud Warsaw	73

### PHOTOGRAPHIC ESSAY

Detroit: It Changed the World's Pattern of Life and Is Now the Fourth City in the Land	54
--	----

### CLOSE-UP

George Abbott: Hick on Broadway	80
---------------------------------	----

### AVIATION

Alabama Students Learn to Fly as U. S. Creates Vast Civil Air Reserve	29
---	----

### MOVIE

"The Private Lives of Elizabeth and Essex"	35
--	----

### RADIO

"Milkman's Matinee" Entertains New Yorkers Who Stay Up All Night	41
--	----

### MODERN LIVING

War's Effect on Fashions Is Great But Unpredictable	49
---	----

### THEATER

"Too Many Girls"	78
------------------	----

### OTHER DEPARTMENTS

Letters to the Editors	2
Speaking of Pictures: Three Kids Take a Look at America	8
LIFE Goes to a Cake Sale	86
Pictures to the Editors	90

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**LIFE'S COVER.** The somewhat military-looking young woman is Wilma Wallace, 21-year-old model from Brooklyn. The gilt-metal epaulets pinned onto the shoulders of her coat, the long gilt tassel at her throat, the visor and flowing feather on her hat suggest the quick way American stylists have followed the trends in this new military world. With thousands of women in Europe in actual uniform in their country's service, styles may take on an even more militant note. For the war's quick significance in the fashion field, see page 49.



## HOW A MAN OF 40 CAN RETIRE IN 15 YEARS

**I**F you're around 40, you're lucky! If you're younger, so much the better. You can have a steady monthly income guaranteed to you for life starting when you retire, an income that most men at 55 couldn't possibly afford!

By starting now on this simple, definite Plan, and putting in something each year, you make it easy to get a guaranteed monthly income for life when you retire.

### \$1800 a Year beginning at age 55

Suppose you are 40 now and you qualify for the following Plan paying \$150 a month beginning at age 55. Here is what your Plan will provide:

1. A check for \$150 when you reach 55 and a check for \$150 every month thereafter for the rest of your life.
2. A life income for your wife if you die before retirement age.
3. A monthly disability income for yourself if, before age 55, total disability stops your earning power for six months or more.

Best of all, the Plan is guaranteed by a company with

over half a billion dollars of insurance in force. If you want to retire some day, and are willing to lay aside a portion of your income every month, you can have freedom from money worries. You can have all the joys of recreation or travel when the time comes at which every man wants them most.

The Plan is not limited to men of 40. You may be older or younger. The income is not limited to \$150 a month. It can be more or less. And you can retire at ages 55, 60, 65, or 70. Similar Plans are available to women.

What does it cost? We can tell you the exact cost as soon as we know your present age, how much income you want and how soon you plan to retire. In the long run, the Plan usually costs nothing, because in most cases you get your money back—and more—at retirement age.

### Send for Free Booklet

Write your date of birth in the coupon below and mail it today. You will receive, without cost or obligation, a copy of the interesting illustrated booklet shown below. It tells all about the Phoenix Mutual Retirement Plan. Send for your copy now. The coupon is for your convenience.



Phoenix Mutual Life Insurance Company  
378 Elm St., Hartford, Conn.

Please send me by mail, without obligation, your book describing the PHOENIX MUTUAL RETIREMENT PLAN.

Name \_\_\_\_\_

Date of Birth \_\_\_\_\_

Business Address \_\_\_\_\_

Home Address \_\_\_\_\_

Copy, 1939, by Phoenix Mutual Life Insurance Company





# • WITH OODLES OF NOODLES and Chicken, Too!



*Heinz Chefs Simmer The Rich Broth, Roll Their Own Golden Egg Noodles, Fully Prepare The Soup—Just As Mother Used To Do It Years Ago*

EVERY savory spoonful of Heinz Chicken Noodle Soup is brimful of rich, old-fashioned flavor . . . and unforgettable memories . . . You'll recall how deftly mother rolled her egg noodles, the care with which she selected her plumpest chickens . . . For Heinz Chicken Noodle, with its succulent chicken morsels and oodles of noodles made by

Heinz chefs, looks and tastes like mother's soup! That's because it's cooked her way—in small batches—as are all 23 Heinz Home-style Soups.

Why not try ready-to-serve Heinz Chicken Noodle for the children's lunch soon—or for supper tomorrow evening? It's an honest-to-goodness old-time treat the whole family will applaud!

## HEINZ *Chicken Noodle* SOUP

A 70-YEAR TRADITION OF QUALITY BEHIND HEINZ SOUPS



• A good, stout, sustaining soup, ideal for autumn days, is Heinz Scotch Broth! Prepared from carefully selected mutton, choicest garden vegetables and barley, it's almost a meal-in-itself. Why not give some to the youngsters for lunch soon? They'll send back their plates for more!



• How long since you've served Heinz Chicken Gumbo Soup? Here's a delightful, distinctive old Creole favorite your family will relish! It's chock-full of tender chicken, pearly rice, okra and other top-grade vegetables—cooked so expertly it would rate compliments from a Southern mammy!



• At soda fountains—luncheonettes—restaurants all over the country—Heinz Electric Soup Kitchens bring you the same enticing, nourishing home-style soups you enjoy at home! Just order your favorite kind. It's heated and served in two minutes flat, as you watch!



• Refreshing as a whiff of salt-sea air is Heinz Clam Chowder! Prepared from tender young clams and delicately seasoned vegetables, it's the same sort of soup that the gnarly old sea captains of New England used to relish!



## PEACE?

**S**phinx-like under snow, Nobel the Swedish merchant of death looks out in this eerily symbolic photograph on a world which last week was trying more desperately than ever in its history to find an answer to the riddle which he posed afresh 40-odd years ago when he endowed his famous Peace Prize.

To a man from Mars, the answer would have seemed simple enough. Everybody seemed to want peace. Why not, then, just stop fighting?

There was an easy answer to that one—to the riddle of why the peace-loving British and French should be refusing Warhawk Hitler's offer to call quits. They are sick to death of the uncertainty of the past three years. They would rather fight than go on enduring it. And, as Chamberlain superfluously pointed out (*see p. 16*), nobody can believe Adolf Hitler's unsupported promise that peace now would mean anything more than a truce between wars.

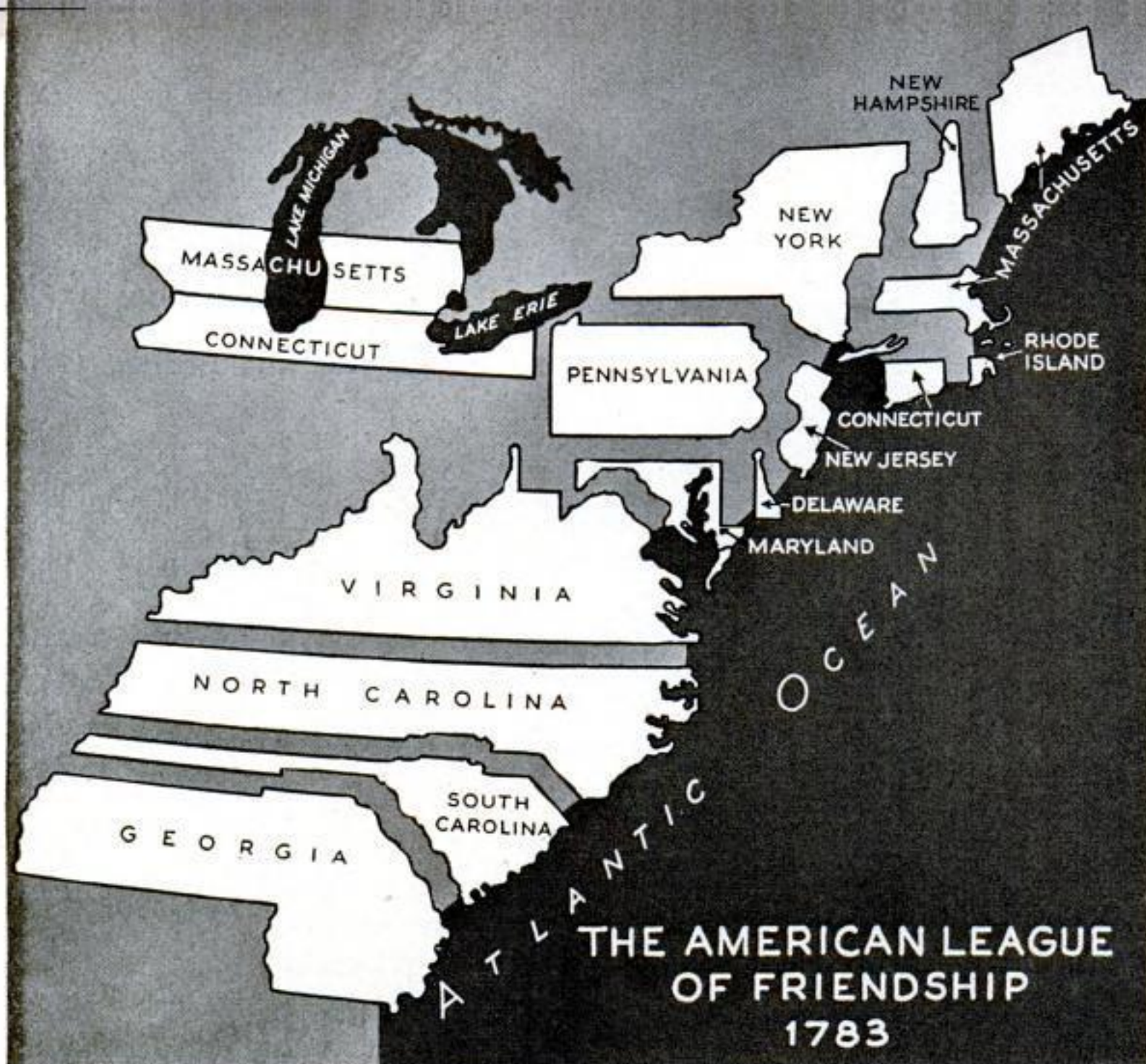
But hardly anybody can believe, either, that merely wiping out Hitler will produce, any more than licking the Kaiser did, the lasting peace which the British and French want. That is why the simple war aim of beating Hitler, though enough to keep them fighting, is not enough to make them happy about it. That is why Britain was humming last week with calls for a precise statement of Allied war aims.

Meantime President Roosevelt and isolationists are unanimous in arguing that a prime reason for America to stay out of war is to conserve its strength and sanity for the job of rebuilding the rest of the world when the war is finished. To do that job requires America to decide what its own aims are. On what pattern would it build for lasting peace? It is none too soon for the nation to begin thinking out an answer to that question. The need for an early decision became apparent last week as Hitler continued angling for an offer of American mediation. If he should request it officially, there would be no way for President Roosevelt to dodge the issue. Even a simple refusal to mediate would mean that he, though committed to peace, wanted more than a mere laying down of arms. *What* more, then? The need for a definition of aims will become more urgent if the war goes on and the Allies appear to be losing. For if the aftermath of the last War made anything clear, it is that America must never again go into a war until & unless it has thought out how its aims are to be achieved, and agreed as a people to stick to it until they are achieved—to see the peace through, as well as the war.

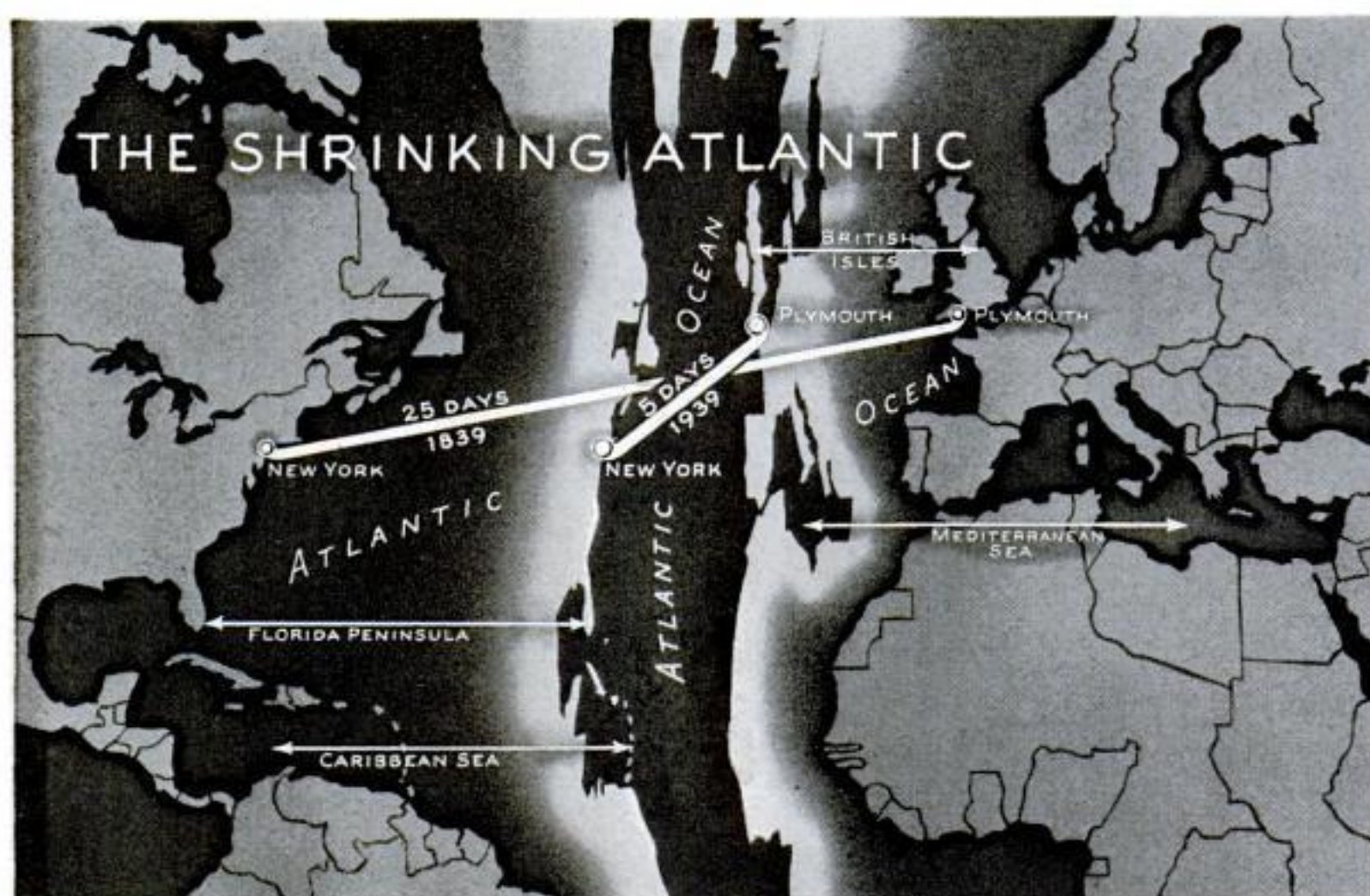
Utopian blueprints for a better world are easy. Practicable ones are not. To define peace will take plenty of hard thinking and long discussion. But last week, in England and in Washington, the talk was beginning to take shape. Sweeping aside outworn methods of treaty, alliance and league, it was directed toward an idea which the United States of America has proven practicable: the idea of federal union. As yet it was mostly about European union, some kind of United States of Europe. But much of it was inspired by a book called *Union Now*, an American's proposal of a world union in which America would join.

SNOW DISTORTS A BUST OF THE INVENTOR OF DYNAMITE AND PEACE PRIZE AT THE NOBEL INSTITUTE IN OSLO

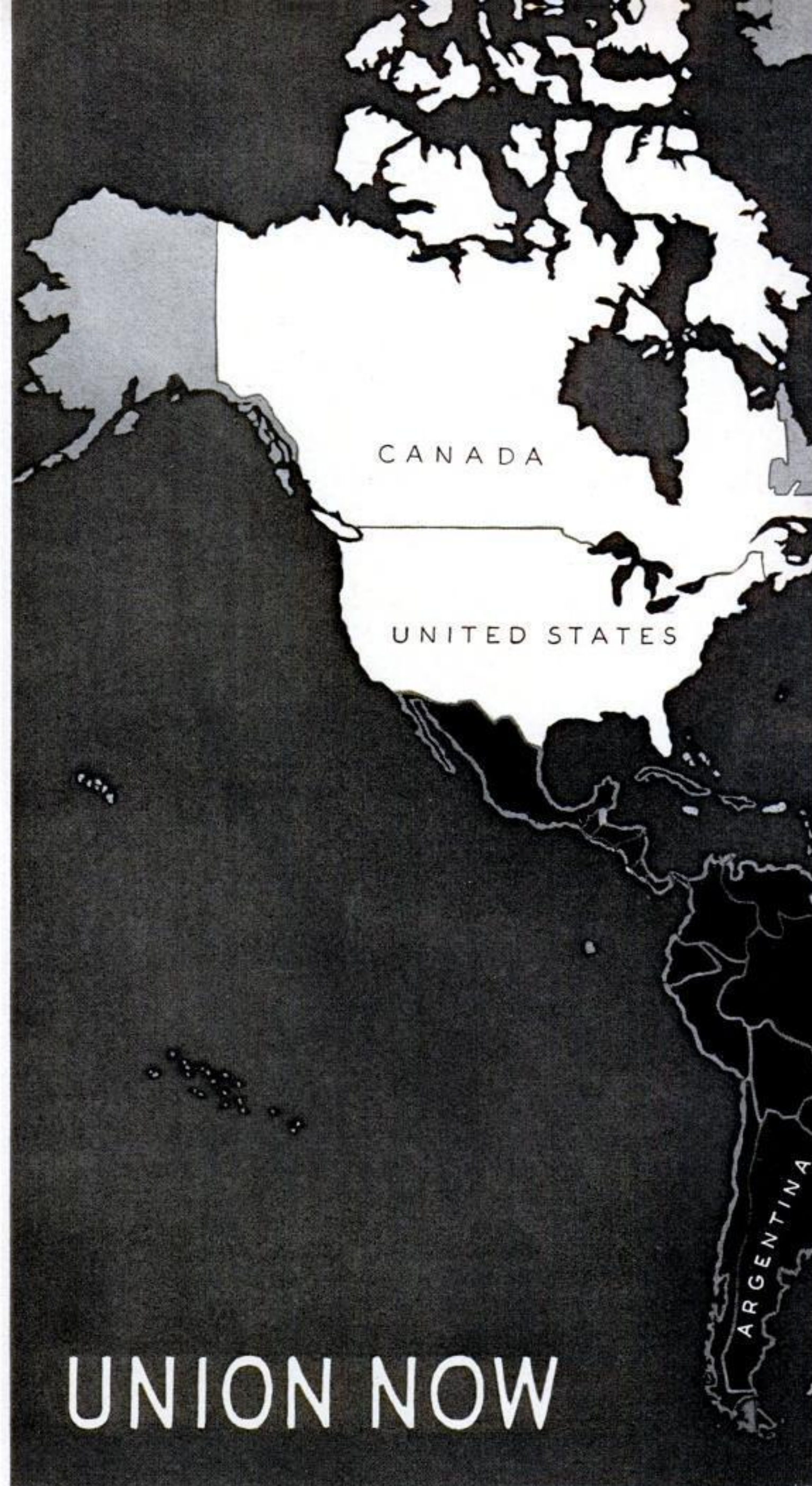




Thirteen disjointed colonies, sovereign and jealous, came out of the American Revolution. They formed a League under the Articles of Confederation, with no national Army, nor the right to tax. Result: chaos. In 1788 they made a federal Union, pooling all their Western territories.



One hundred years ago, it took 25 days to cross the Atlantic Ocean from New York to Plymouth. The fact that it now takes only five days by boat (30 hours by plane) reduces the practical barrier of the ocean five times. This map graphically shows the Atlantic's shrinkage in 100 years.



THE 15 DEMOCRACIES SUGGESTED BY CLARENCE STREIT AS THE FOUNDING

# UNITED STATES OF THE WORLD

## CLARENCE STREIT PROPOSES A PLAN FOR A WORLD OF PEACE

Behind all the words of Chamberlain and Hitler, behind the armies in western Europe, the cries of the Poles, the Czechs and the Finns, lies the idea of the Sovereign Nation as one race and culture. So ancient and potent is that idea that most of the world has not noticed that the U.S. stands for something quite different. It was populated by peoples of different languages and cultures. It might well have split up the North American Continent into a bigger

Europe of sovereign nations, as the South Americans later did. But the North Americans discovered the idea of Union among conflicting interests and patriotisms and made out of them one patriotism. Thus the English, Scandinavians, Germans, Swiss, French, Irish, Italians and Poles put their homelands behind them and got along with one another very well. They found they did not need a sovereign nation to represent every valley and every culture and tongue.

Out of this fact an American named Clarence Streit found what he considered the solution for the whole world. Watching the collapse of the League of Nations as an American newspaperman at Geneva, he saw the fatal flaws in that League. It suddenly dawned on him that the stand-out fact in the world was that 15 democracies, the rich, creditor, trading nations, held the overwhelming power in the modern world and were not using it. The result was a plan which he calls "Union Now" in a 300-page book.

His plan is for a great Federal Union of experienced democracies. Counting the British dominions as separate countries, he names 15 "founder states": the U.S.A., Great Britain, Canada, Australia, New Zealand, South Africa, Ireland, France, Belgium, The Netherlands, Switzerland, Sweden, Denmark, Norway and Finland. They are shown, with their populous colonies, in white on the large map. He would have these 15 keep their national kings, presidents, councils, their languages, flags, history books.

Each would have control of its own internal affairs. But they would pool their armies and navies and their foreign policy. In some chief capital like Geneva or Ottawa their supreme Congress would meet. Out of the 277 delegates to the House (one for every million inhabitants) the U. S. would send 126, the British Commonwealth 70. Together, the English-speaking peoples would have a majority. The Senate, however, like the American Senate, is designed to protect the smaller states. Each nation would have two senators plus an extra two for every extra 25,000,000 of population. Thus the U.S. would have ten senators, the British Commonwealth 14, out of a total of 42. The supreme executive would be a board of five men, three elected by popular vote and two by the Congress, rotating the presidency among them.

The Great Union would have free trade. American, British and Dutch goods would compete on equal terms for the markets of India, the Philippines and Java. Mr. Streit thinks the standard of living everywhere in the Union would rise as a result, that the U.S. would have a new and greater boom of prosperity. Australian workers could go, without passports, to compete in the labor market of labor-hungry France or the labor-surfeited U.S. The union would establish one postal and currency system, for which purpose each nation would contribute its gold hoard. The U.S., with \$16,645,600,000 (over half the world supply) would contribute the most. All colonies





#### 15 DEMOCRACIES HAVE:

300,000,000 FREE CITIZENS  
98% WORLD'S GOLD  
2/3 WORLD'S WEALTH  
2/3 ALL RAW MATERIALS  
2/3 WORLD'S WARSHIPS  
3/4 WORLD'S TRADE

MEMBERS OF A GREAT FEDERAL UNION OF THE WORLD, WITH THEIR POSSESSIONS, ARE SHOWN IN WHITE

would be pooled and citizens of continental powers like the U. S. would have equal rights in the exploitation of the possessions of colonial powers like England and France.

Mr. Streit believes that, all together, the 15 could easily defeat a military combination of Germany, Russia, Italy and Japan, plus all the feudal Balkans. Their might is shown in the box inset on the map. They would extend a standing invitation to all other peoples, and to their own colonies, to come into the Great Union once they had matured in democratic experience or got rid of their dictators. First candidates would be the democratic South American nations. Clarence Streit believes that there would be no point any longer in conquest. For a free people no longer tries to subjugate another free people. His proof is that his 15 democracies have not fought a single war with one another in the last 100 years (with the possible exception of the Irish revolt against England).

Clarence Streit's disarming defense of his plan is that its only provable fault is that people think it is unattainable. It is obviously impossible in a happy and prosperous world. It is only thinkable in the face of disaster, as the only way out of utter chaos. But he has a precedent for his Union. He points out that the 13 American States first combined under Articles of Confederation, much like the 20th Century League of Nations. By 1787, near-chaos had

taken hold of the 13 more or less sovereign states. Eleven territorial disputes had arisen among the 13. Troops were mobilized on several borders. Tariff walls surrounded every state and paralyzed trade. New York kept out Connecticut wood; Boston boycotted Rhode Island grain. The currencies in most of the states were worthless. The Army of Pennsylvania massacred Connecticut settlers in the Wyoming Valley. Demagogues were on every cracker barrel. America was doubtless about to produce several little Hitlers. But the sensible Americans dropped their League of Friendship and made a Union. It stands today, the most powerful Union in the world of 1939. Clarence Streit's plan is that America give its great idea to the whole world.

His book, *Union Now*, published at first privately in France a year ago and later by Harpers (\$3) has run through ten editions and has been translated in French and Swedish. A German translation is being prepared now for German cantons of Switzerland. An international organization called Inter-Democracy Federal Unionists (IFU) has been founded to back his idea.

There are other peace plans. The foreign diplomatic colony in Washington discuss them endlessly. Some envisage a union of nations west of the Rhine, others a United States of Europe. Today, as Europe rocks in a new world war, Clarence Streit's plan becomes a candidate for the peace that will follow war.



Clarence Streit, American author of the plan for Federal Union of the World, is over 6 ft. tall, 43 years old and was New York Times's reporter of League of Nations doings.



# LIFE ON THE NEWSFRONTS OF THE WORLD

## Story-tellers hold sway in a week of talk; Lindbergh talks imperialism; Hitler only thinks

Few guns were fired in the sixth week of the war but a great number of words were uttered. Shrinking from the bloody plunge, the world treated itself to a week of talk. The statesmen of England, France and Germany made counter-appeals, counter-boasts and counter-threats, without changing the situation. The statesmen of the U. S. Senate spoke 295,000 words in the great neutrality debate, also without changing the situation. President Roosevelt broke his official aloofness from the European war to ask big Russia for mercy towards honest, debt-paying little Finland. In England intellectual leaders were talking of ultimate war aims, perhaps the old scheme for a United States of Europe or the new scheme for "Union Now," which LIFE examines on pages 14-15. In Italy the talk was all against the Russians, defined by Air Marshal Balbo's paper as "models of gross bestiality." In Germany there was one wildly joyful day of talk that an armistice had been declared. As the rumors swept Berlin, citizens embraced hysterically



SCHUSCHNIGG

in the streets and wine stores did a carnival business. On Saturday, Oct. 14, the week of talk was abruptly ended by news from the British Admiralty that its battleship *Royal Oak* had been sunk. One of England's twelve battleships, the loss of the *Royal Oak* was catastrophe enough but rumor quickly spread from Berlin that the great battle cruiser *Hood*, one of England's three best, had been hit from the air and disabled. By that time, the week had produced a number of good stories: **Schuschnigg Story.** Another chapter was added to the serial tragedy of Kurt von Schuschnigg, former Chancellor of Austria. Since Hitler's army invaded his nation year and a half ago, the proud Jesuit-trained Austrian has been held incommunicado, supposedly in Vienna's Hotel Metropole. At various times he has been reported seriously ill, broken-down, drugged, insane, dead. He has been reported tortured by incessant questioning, by floodlights, by enforced nudity, by phonograph records of Hitler's voice screaming at him during their fateful conference at Berchtesgaden. Last week's story related that daily he was asked to sign an exhortation to the Austrian people



KRIVITSKY

to support Hitler's war, that daily he refused, that daily he was clubbed into unconsciousness. **Krivitsky Story.** Members of the Dies Committee licked their chops over the really full-blooded testimony of General Walter G. Krivitsky, formerly of the Soviet Military Intelligence, more recently a feature writer for the *Saturday Evening Post*. The dreaded Russian secret police, he said, undoubtedly had agents in the U. S. Army and Navy, had kidnaped and killed U. S. Communists believed unfaithful to the party. Mr. Dies asked him: "Does Russia consider the United States a difficult country in which to conduct espionage operations?" Krivitsky: "No."

**Bremen Story.** Elbert Post, Dutch cook aboard the *Bremen*, told a wondering world what had happened to the missing German liner since it slipped out of

New York harbor, Aug. 30. Cutting northward 200 miles off the American coast, the ship had run the British blockade between Iceland and the British Isles, berthed safely in Russia's Arctic port of Murmansk. Sailors had painted the hull gray as she fled through the Atlantic mists. Gasoline drums stood on deck, ready to fire the \$20,000,000 liner if capture seemed imminent. But only once had a warship been sighted. Laughed lucky Seaman Post, only foreigner aboard the *Bremen*: "I shall grow rich telling this story."

**British Story.** To emphasize England's meticulous care for international law, the British Air Ministry told about the aviator who was forced down in Iceland by bad weather last month. Interned by Iceland, the aviator had jumped his parole and flown back to England. Last week the British Government elaborately apologized and sent the impetuous pilot back to sit the war out in Iceland.

**La Follette Story.** Contrasting the Senate's apathy toward its current neutrality debate with the high passions of 1916-17, Wisconsin's Robert M. La Follette Jr. recalled in the Senate a startling, little-known fact of Congressional history. Present as his father's secretary during the Armed Ship filibuster, he had observed a menacing rush toward his father when isolationist "Old Bob" rose to speak. "I knew," cried isolationist "Young Bob," "that certain gentlemen on this floor were armed."

**Lindbergh Speaks.** As the Senate's "great debate" on arms-embargo repeal droned repetitiously on & on & on, an ex-President and an ex-No. 1 National Hero livened it up by tossing in a new, complicating issue. In New York on Oct. 10, Herbert Hoover advised that the U. S. sell Europe all the "defensive" weapons it wants (pursuit and observation planes, anti-aircraft guns) but no "offensive" weapons (bombs & bombers, poison gas, submarines). Col. Charles A. Lindbergh seconded the motion by radio three nights later, declaring: "I do not want to see American bombers dropping bombs which will kill and mutilate European children . . . but I am perfectly willing to see American anti-aircraft guns shooting American shells at invading bombers over any European country."



LINDBERGH

Military experts promptly disputed the Hoover-Lindbergh contention that any line can be drawn between offensive and defensive weapons, pointing out, for instance, that without anti-aircraft batteries to defend its bases, an air force is helpless to launch offensive flights.

Colonel Lindbergh's speech did, however, throw valuable new light on the mind of a man whose views on national issues have heretofore not been much better known than those of Thomas E. Dewey. Important not only as a still popular hero but also as a talked-of candidate for Senator from New Jersey next year, Lindbergh revealed himself as something of an American imperialist. Flatly challenging Canada's right to engage in a European war "simply because they prefer the crown of England to American independence," he cried: "This Western Hemisphere is our domain. . . . Sooner or later we must demand the freedom of this continent and its surrounding islands from the dictates of European power."



KALLIO, HAAKON, GUSTAF, CHRISTIAN

**Solid Scandinavia.** It was a crazy world indeed in which the uproarious Balkans were at peace and placid Scandinavia was girding for war. But Russia had sewed up the third of the Baltic states, Lithuania, in as many weeks and was now turning on Finland. Though Finland was part of Czarist Russia, it is also part of the Scandinavian Peninsula and its Nordic neighbors are likely to stand by it. While the Finnish Army prepared to fight under Finland's great nation-builder, Baron Mannerheim (see p. 22), Sweden's 81-year-old King Gustaf summoned the Scandinavian rulers to a conference at Stockholm. The picture above shows them at their last conference: President Kyösti Kallio of Finland, King Haakon of Norway, Gustaf, and King Christian of Denmark.

**Commissioner Gehrig.** New York's Mayor LaGuardia, whose political showmanship is exceeded only by his administrative efficiency, announced that he had appointed Lou Gehrig, ex-Iron Man of the New York Yankees, to a ten-year, \$5,700 job as a member of the five-man Municipal Parole Commission. "I believe," said Mr. LaGuardia, "that he will not only be an able, intelligent commissioner, but that he himself will be an inspiration and a hope to many of the younger boys who have gotten into trouble." Gehrig revealed he had been boning up for his new job for several months. Said he: "I have a barrel of literature at home. I expect to give this new venture all I've got."



GEHRIG

### PICTURE OF THE WEEK

The cares of a conqueror never sat heavier on Adolf Hitler's shoulders than they did last week. His long-cherished "Drive to the East" now firmly blocked by his new and far-from-trusted partner in the Kremlin, he faced in the West a Britain and France who, far from accepting his offer to quit fighting, were counter-offering his people a clear choice between overthrowing him or suffering a long war in which millions of them were almost certain to be starved or blown to bits. The picture on the opposite page shows him with his Foreign Minister in Poland, walking past the pilot engine which precedes the Führer's train. Notice that Hitler takes the high, dry ground while his Foreign Minister, who has reputedly egged him on to all his conquests by assuring him that Britain would not fight, walks in the mud.





Walking along a muddy road in German Poland  
Conquerors Hitler and von Ribbentrop think





1

Calinescu's body was pulled out of the back seat of his car half onto the street, next to body of his bodyguard who had drawn his pistol. Cart that stopped car is reflected in rear door.



2

The assassins were executed under floodlights by soldiers on the same spot where they had committed their crime. Their blood-drenched bodies were left lying on pavement for 24 hours.



3

Crowds quickly gathered the next morning to see the dead assassins. Some of the crowd wanted to tear bodies to bits. Below: Calinescu as he lay in state in Bucharest's Athenaeum.



18 4

## SUDDEN DEATH IN THE BALKANS: A STORY

September 21 was a fine autumn day in Bucharest. As Armand Calinescu, Premier and "Strong Man" of Rumania, drove to the Royal Palace at lunch-time, he pondered how his country could best retain her independence in the war and still stop the German drive in search of Rumanian oil. Suddenly, as his car sped down the wide Boulevard *Predingiria Stirbei*, a woman shoved a cart in the path of the speeding car. The chauffeur jammed on the brakes and the car screeched to a halt. From nowhere two cars rushed up and masked gunmen hopped out. At point-blank range they fired with automatic pistols. The Premier, his chauffeur and bodyguard lay dead. With five bullets in him, "Little Hercules," as Calinescu was called, was pulled out of the car onto the street (*No. 1*).

That night Rumania trembled as King Carol, aroused and determined, sought revenge. He caused to be killed at least 350 members of the pro-Nazi Iron Guard secret society which had assassinated his Premier. Seven of the assassins were



MEN LITERALLY TREMBLED AT THE GRUESOME SIGHT OF THE DEAD ASSASSINS



5

King Carol, grim and determined, accompanied by 17-year-old Prince Michael, held a lighted candle at the solemn religious services that were held in the crowded Athenaeum for Calinescu.



# OF ASSASSINATION AND A KING'S REVENGE

soon caught. Police led them to the spot of their crime and forced them to re-enact their carefully planned and brutal murder. At a given word seven soldiers stepped forward and fired. Drenched with blood, the assassins slumped to the pavement (No. 2). As an object lesson, the king left their bodies lying there in public view for 24 hours. Overhead he strung up a banner which read: "Let this be an example to all assassins and traitors in the country" (below). Next day wide-eyed citizens of Bucharest, gay "Little Paris" of the Balkans, came to gape at the bodies. They were angry and frightened. Some shouted: "String up the dirty cowards on high telephone poles for all the world to see!"

For a week the body of "Little Hercules" lay in state (No. 4). Thousands passed the bier. Then, in accordance with his last testament, Calinescu was taken to his birthplace in the village of Curtea de Arges, hoisted onto a dusty peasant cart drawn by six white oxen, and laid to rest at his father's side (No. 10).

VA FI DE ACI  
ARTA ASASINILOR  
ORI DE TARĂ



LYING FOR 24 HOURS AT THE SCENE OF THEIR CRIME UNDER THE KING'S WARNING



Acting as pallbearers, members of Calinescu's Cabinet carried coffin out of the Athenaeum. They wore arm bands signifying membership in the "National Rebirth Front," Government party.



The grief-stricken widow, supported by her 16-year-old son (right) who suffered a nervous collapse when he heard that his father had been killed, attended the religious services.



With heads bowed, soldiers stood with their rifles pointing downward (above) as the funeral cortege passed solemnly through Bucharest (below). The coffin was mounted on a caisson.



Last wish of Premier Calinescu was that his body should be taken to small cemetery at Curtea de Arges, his birthplace, in a peasant cart pulled by six white oxen. Boy Scouts lined route.







## VON FRITSCH IS HONORED BY PRUSSIA'S MACKENSEN

**T**he Prussian military tradition is the great spiritual continuity between Imperial, Republican and Nazi Germany. Born to this tradition in the first World War was Prussian-born Field Marshal August von Mackensen, who crushed Serbia and Rumania, ran Russia out of Poland. Born to this same code of the soldier-gentleman in the second world war was Colonel General Werner von Fritsch.

Three weeks ago at the quiet Invaliden Cemetery in Berlin, these two strands of the Prussian thread met. In a torrential downpour von Mackensen, now 89 but still wearing his famed fur shako of the Death's Head Hussars with the insignia of skull and bones, raised his Marshal's baton in homage at the newly-turned grave (*above*) of von Fritsch, killed leading an artillery regiment on the Warsaw front on Sept. 22.





With a dapperness that belied their hair-raising flight from Poland, U. S. Ambassador Anthony J. Drexel Biddle Jr. and his orchid-wearing wife were welcomed in Paris a fortnight ago by William C. Bullitt, U. S. Ambassador to France (right). With the Biddles was "O. K.," their Great Dane. "Charlie Ross," however, was nowhere to be found.

"Charlie Ross" is the ghost of world politics. He

first popped up when Germany claimed Bullitt had told Biddle: "Think of Charlie Ross in your reports. I mean you should use your imagination." Real "Charlie Rosses" make an impressive list but bear no relation to the issue. Two were famous kidnap cases. Others: A Washington editor, an ex-mayor of Quincy, Mass., and Sir Charles Ross of Kildary, Ross-shire, Scotland, well known to American sportsmen.

## BIDDLES MEET BULLITT WITHOUT "CHARLIE ROSS"



# THE LIBERATOR OF FINLAND MOBILIZES AGAINST RUSSIA

**L**ittle known in the Western World is the one man who won freedom for Finland, a freedom last week threatened by Soviet Russia. He is Field Marshal Baron Carl Gustav Emil Mannerheim, who could have made himself Finland's Dictator and did not. He is still chief of the defense forces of Finland and he represents precisely the kind of man that Russian Bolsheviks hate in the regime of Finland.

For Mannerheim is an old-style Lutheran aristocrat. He stands at left in his Finnish manor house. His family were Swedes who moved to Finland during the endless wars between Sweden and Russia. In these obscure and desperate wars, the Finns were impoverished and hardened to an incredible stamina. When Russia finally took them over in 1809 it allowed them a certain amount of self-rule as a Grand Duchy, much like Poland. The Mannerheims began to take a position in the court of the Russian Czars.

Mannerheim himself went to the swank Russian cadet and cavalry schools and in the Russo-Japanese War led a cavalry raid on the Japanese communications at Mukden. When the Bolsheviks took over Russia, he resigned from the Russian Army on the grounds that he was a citizen of another nation—Finland.

Three months later the first senate of Finland made him commander in chief of the Finnish White Army fighting the Bolsheviks, whose extremism had antagonized the extremely liberal Social Democrats of Finland. Mannerheim reluctantly accepted the help of troops from Germany which had created Finland in the Treaty of Brest-Litovsk and aspired to make it a vassal state. But Mannerheim won the battles of Tampere and Viipuri. Finland first decided to become a kingdom on the Scandinavian model and made Mannerheim regent. After he had signed Finland's democratic republican constitution in June 1919, Mannerheim resigned as regent. In 1920 the nation gave him \$150,000.

Last week the Finland Mannerheim had freed faced a demand from Soviet Russia that it give up part of its sovereignty. The Finnish Minister deliberately took the slow train to Moscow and Mannerheim mobilized the Finns, whose historic attitude towards the Russians may be summed up in the fundamental fact that the cleanly Finns do not think the Russians bathe enough. The U. S., which had so far kept out of the European mess, dropped its aloofness to protest to Soviet Russia against any infringement on Finland's sovereignty. For Americans like Finns. Finland is the only nation that has paid its War-debt installments to the U. S. in full and on time.

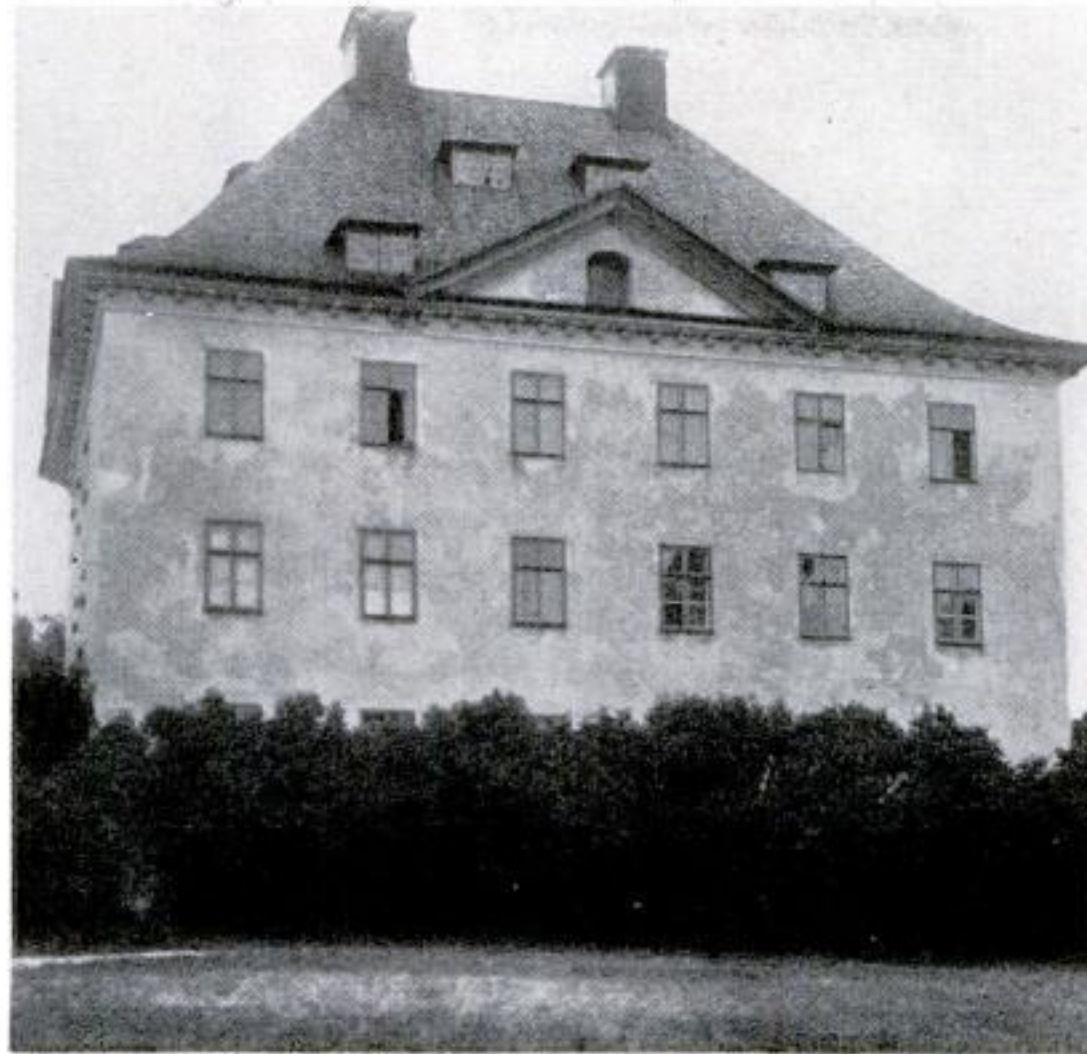


**Finland's Council of Defense:** from left, Commander in Chief Lieut. Gen. Hugo Österman, Major Gen. Walden, Mannerheim, War Minister Niukkanen, Lieut. Generals Malenberg and Desch. Field Marshal Mannerheim has been at the head of this council since 1931.





**Mannerheim** was born into a rich and aristocratic Russian family of Swedish descent. His grandfather was Chief Justice of the Court of Appeals.



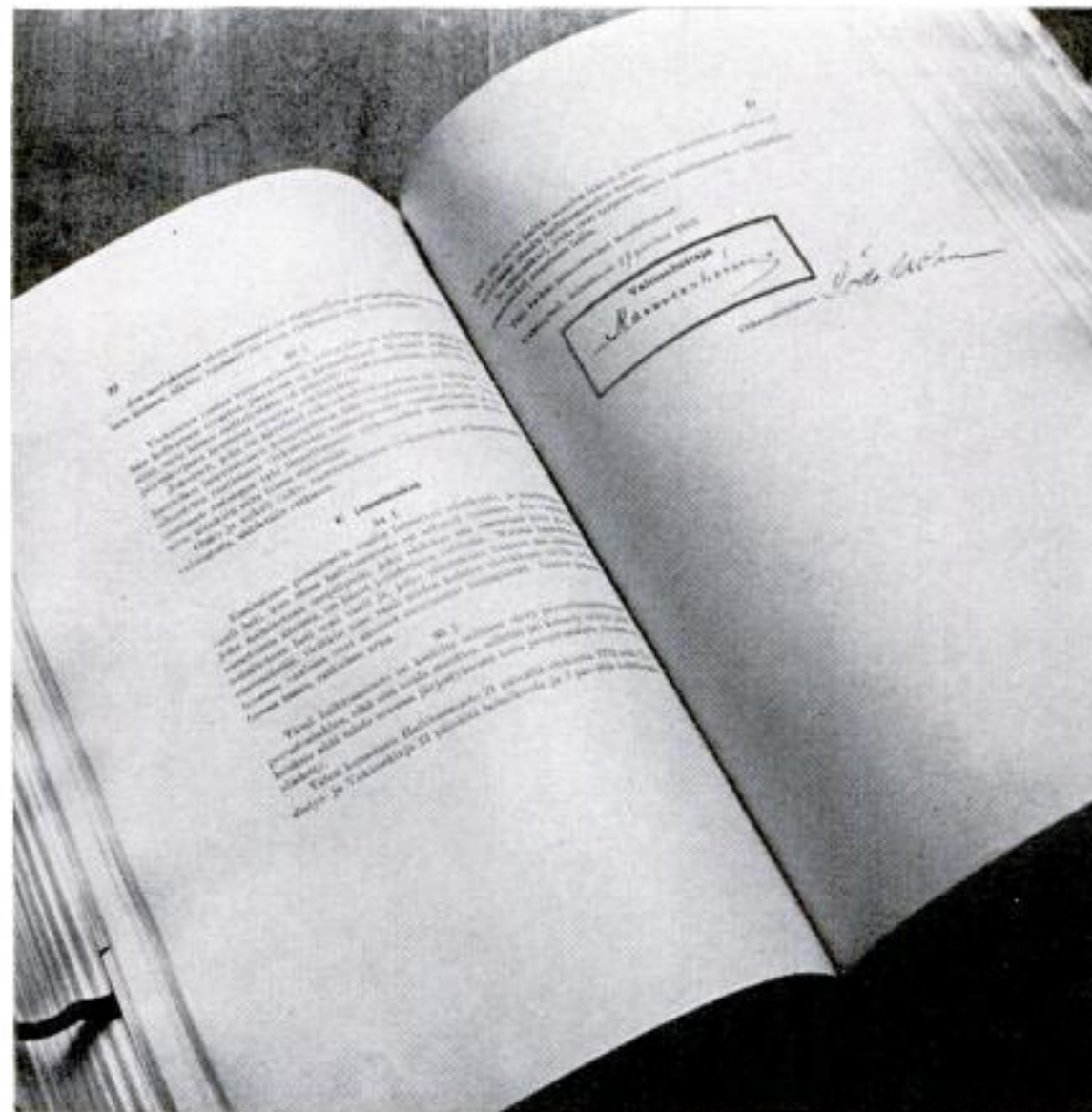
**The Mannerheim manor house** stands at Villnas, among the lakes of Finland. It has been in Mannerheim family since soon after his Swedish great-grandfather came to Finland from Sweden in 1783.



**At the coronation** of Czar Nicholas II in 1896, Baron Mannerheim, then 29 years old (*arrow*), was one of the two crack guards officers assigned to march to the altar before the Czar.



**As a Russian officer**, Baron Mannerheim fought in the Russo-Japanese and World Wars. By 1915 he was a lieut. general. When the Bolsheviks took over, he resigned and drove them out of Finland.



**The Constitution of Finland** was signed by Mannerheim, who then resigned as regent of Finland. The republican Constitution of Finland is a peculiar combination of the American and French Constitutions.



**"The Liberator"** becomes Mannerheim's post-War title and Leftists begin to suspect him of planning to become a dictator.



**Flowers in his path**, Mannerheim turns 70 on June 4, 1937. He has been made Field Marshal and Chief of the Finnish Defense Forces, but he has notably not made himself dictator of Finland.

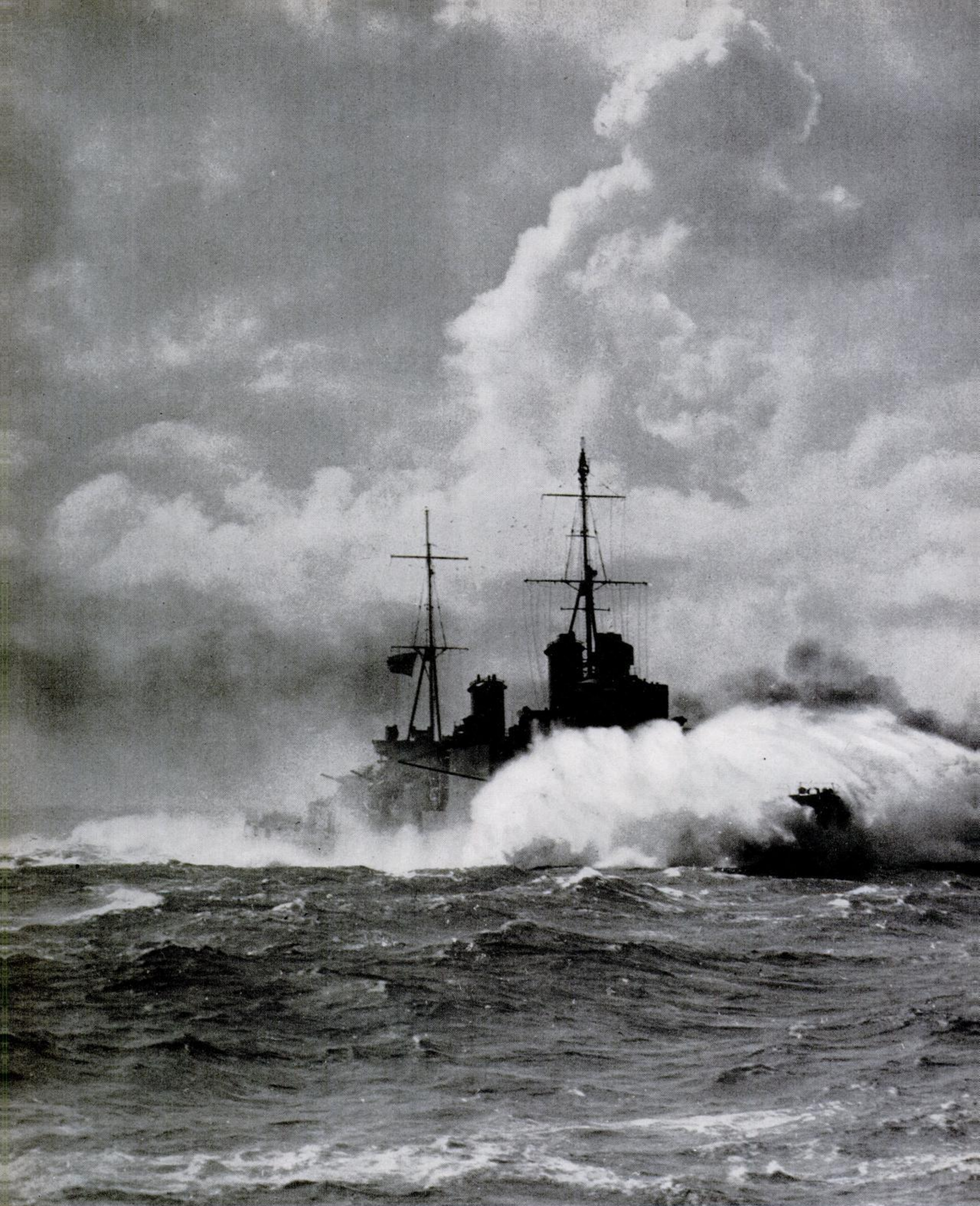


**Field Marshal Mannerheim** reviews the Army of Finland after the full-dress maneuvers last August. For four hours he sat on his horse while the little, democratic defense army of Finland marched and rolled past.



**Sugar for Baron Mannerheim's horse** is held by an orderly to keep the horse quiet throughout the long review of the Army.





## BRITAIN'S NAVY PATROLS THE NORTH SEA

**H**itler cannot sit tight on his conquests and defy the Allies. To win he must attack. The reason is dramatically shown in this picture taken two weeks ago. Heaving tons of brine over their bows are a British cruiser and destroyer on North





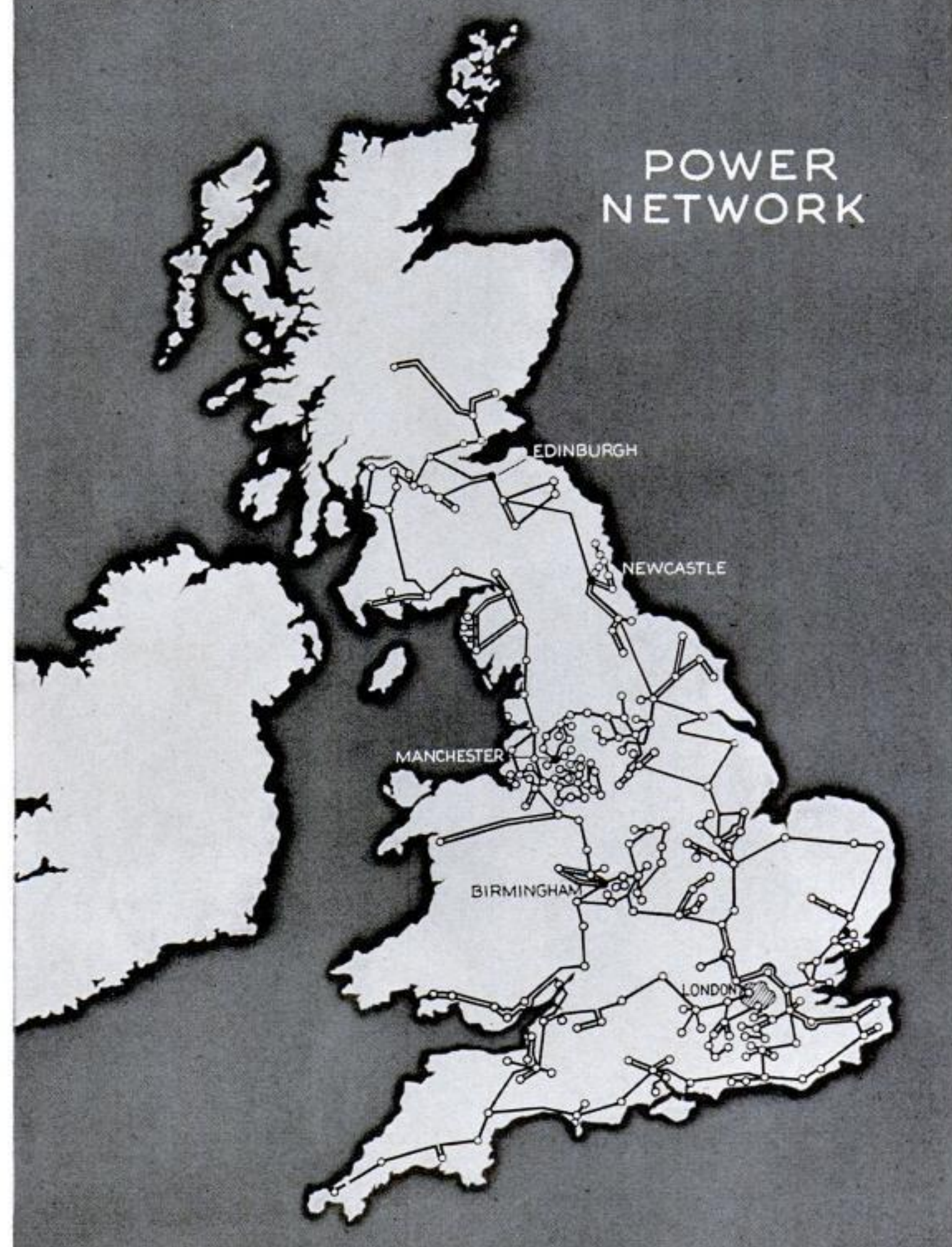
Sea patrol. Ships like these slowly strangled Germany in the last War. Their fore-runners defeated Napoleon. To destroy them, Germany banks not on her sixth-rank fleet but on her mighty air force, aided by submarines. A trial bomber attack

on a British naval squadron last week brought the boast from Berlin that British mastery of the North Sea could thus be ended. To prove it before winter storms hamper air operations in the North Sea, Germany must soon attack in earnest.





**Map No. 1.** England's shipping and its fleet are entirely dependent on the sea coast points shown in the map above. In the shipyards huge additions to the British fleet are now being built and the active fleet constantly needs bases for repairs. England's ports are clustered.



**Map No. 2.** Industrial England depends for its very life on its power system. Above is shown the famed power "grid." If German bombers could hit the 132,000-volt power lines or the great power stations, they would seriously dislocate the production of vast areas of England.

# GERMAN TARGETS OF AIR ATTACK

## BOMBS COULD CRIPPLE BRITISH NAVAL BASES AND POWER LINES

by MAJOR GEORGE FIELDING ELIOT



There are rumors in the wind of a German air and sea offensive against Great Britain. From the point of view of risk weighed against possible results, such an offensive would seem more promising than an attack on the western front.

An attack on Great Britain's sea communications may have three methods: 1) attacks on merchant shipping at sea; 2) attacks on ports, docks and interior means of distribution such as railways; 3) attacks on the naval and air forces and their bases. Map No. 1 shows the principal stationary targets in the British Isles. Any serious injury to the three great dockyards (Chatham, Devonport and Portsmouth) would greatly hamper the operations of the British fleet, as would injury to any of the great shipbuilding plants. Replacement of aircraft might be seriously impeded by attacks on aircraft factories.

One of the great and as yet unanswered questions about modern warfare is the effect which air power may have in striking thus directly at the sources of national power rather than at its instruments. It was formerly almost axiomatic that victory in war depended upon the destruction or neutralization of the enemy's armed forces. It is now conceivable that air power, possessing the quality of direct action against the enemy state, its industries, communications and, indeed, its population, may to some extent modify this ancient rule. But it should not be supposed that this will be a short process when directed against so highly organized a state as Great Britain. It will not be a matter of a single lightning stroke.

Map No. 2, showing the centralized industrial power-distribution system of Great Britain, indicates another class of targets by which the German air force might seek to cripple the British industrial effort. Injury to any of the great power stations or the transformer or switching stations shown on the map would have a considerable effect on the industrial area served by the injured station.

At sea, co-operation between planes and submarines should enable the latter to be much more effective and more easily avoid attack, and planes used for reconnaissance purposes should be able to locate approaching convoys and bring down upon them surface, submarine or air raiders. Submarines can be of assistance to aircraft in affording them radio directions to lead them to their targets and also weather reports, highly important in the seas around England where low ceilings and bad weather are the rule, especially during the winter months. Indeed, anyone reading the story of the German air raids on Great Britain during the last War (see map at left showing the location of these attacks) will perceive how invaluable a proper weather-reporting service would have been to the German air command.

As to attacks on the British fleet itself, or detachments of it operating within the range of German aircraft, these may be expected to continue unless the Germans find that they cost more than they are worth. A modern warship, and especially a group of modern warships at sea, is a rather unattractive target for bombardment aviation except under the most favorable circumstances. The volume of anti-aircraft fire which can be developed by properly defended ships is a serious deterrent to bombing attacks.

Neither in Spain, in China nor in Ethiopia have the potentialities of the air weapon been fully explored. In the Polish campaign just closed, we have seen the disastrous and paralyzing effect of air attack against land communications—it is true, against very feeble defensive measures. What the effect of such an attack will be if the full force of Germany's air power is thrown into the scale against the vital communications of Great Britain is one of the questions which all strategists are asking themselves as the world awaits the next move of this war.



# So Crisp



*a "crunch" in every delicious spoonful!*



Delicious with fresh, frozen, or canned fruits

● Sensational offer! Large, colorful, nursery-rhyme pictures by Vernon Grant, artist who created characters "Snap!", "Crackle!", and "Pop!" See back of Rice Krispies package.



Copr. 1939 by Kellogg Company



**I**S THERE mutiny afoot? Dish up Kellogg's Rice Krispies and the most determined breakfast rebel will see the error of his ways!

Children—grown-ups—everyone goes for this really different cereal. It has such a unique, full-bodied flavor . . . and the knack of holding its marvelous crispness from the first delicious spoonful to the last.

Yes, Rice Krispies look different—taste different—even sound different. You'll hear them snap! crackle! pop! in milk or cream, to prove their crispness. And they're made by a wholly different process patented by Kellogg: they're "oven-popped" and then toasted a luscious, golden brown.

Only premium quality, American-grown "Blue Rose" rice goes into Rice Krispies. They come to you with their crisp freshness protected by Kellogg's new and exclusive inner-wrap, which is completely "Waxtite" heat-sealed at both top and bottom. For a real breakfast treat—choose Kellogg's Rice Krispies at your grocer's now!

## "OVEN-POPPED" BY KELLOGG'S PATENTED PROCESS!

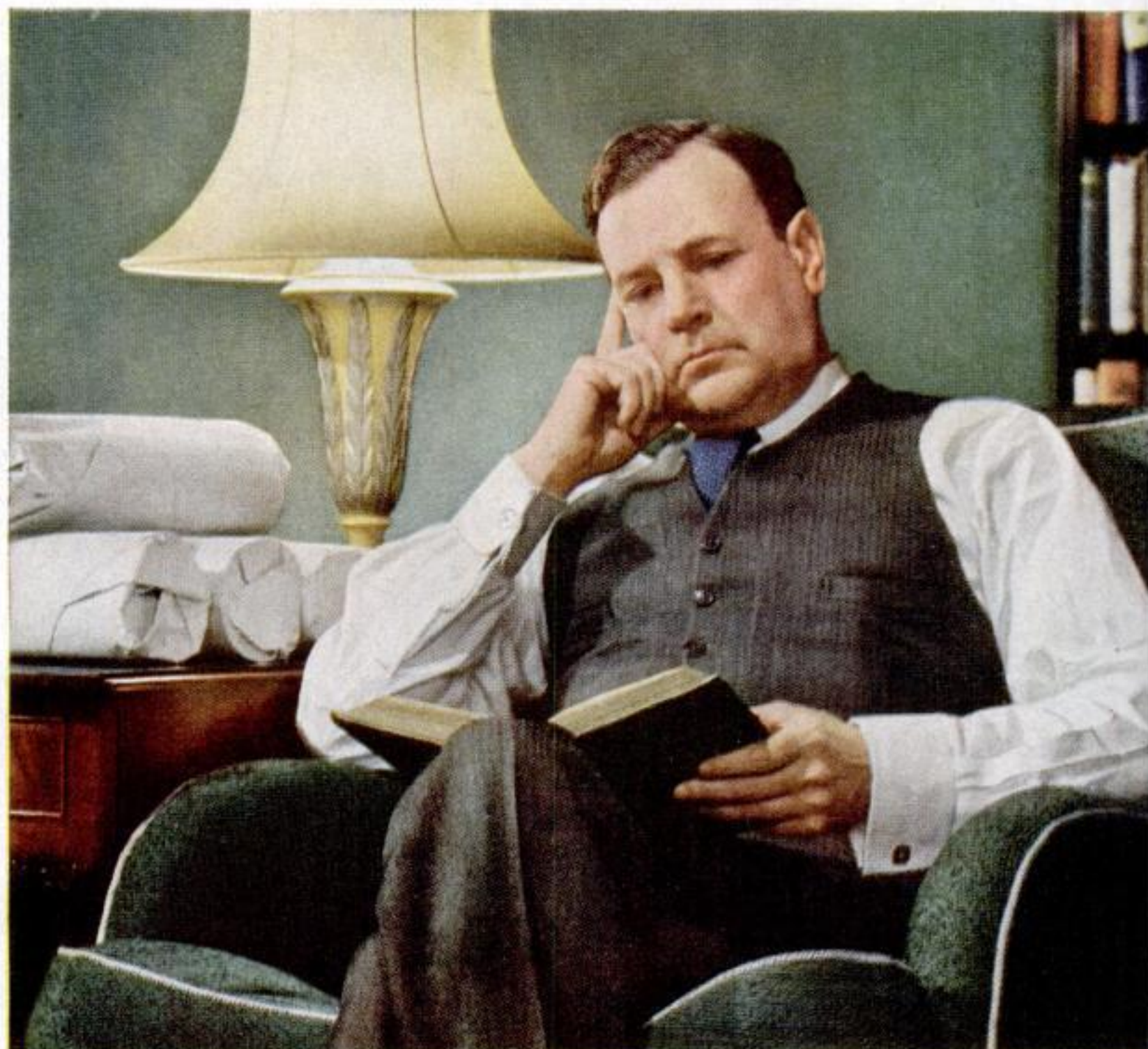
Rice Krispies are absolutely unique in form. They'll float for hours in milk or cream. Product and process are protected by United States Letters PATENT NOS. 1,925,267; 1,832,813.



# How to make a Four Roses highball.... without Four Roses



**1. Search until you find** (if you can), *several* of the most magnificent straight whiskies ever distilled. One renowned for its delicate *aroma*... another unequalled for its full, rich *body*... still another whose satisfying *flavor*... or mellow *smoothness*... simply can't be matched.

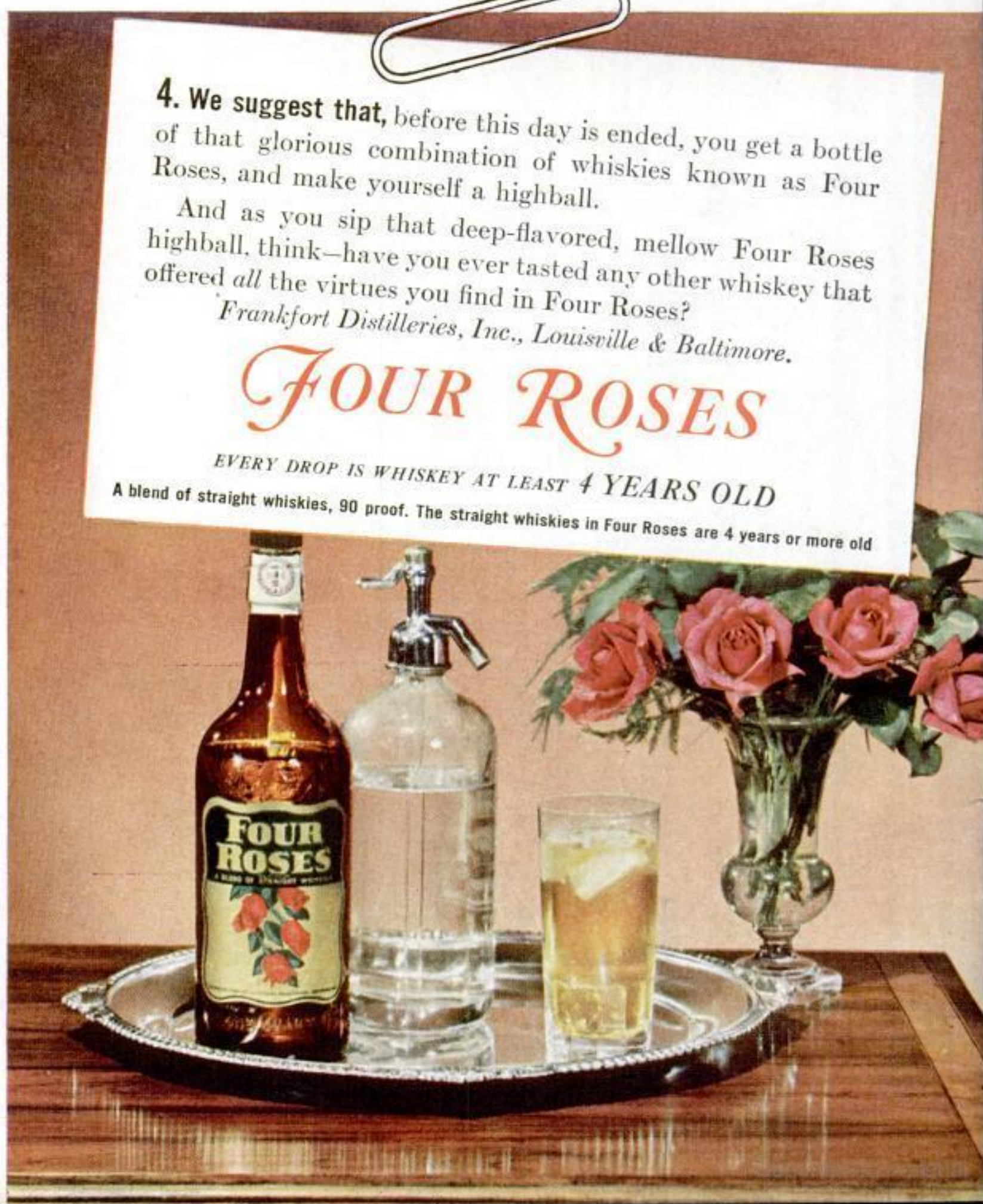


**2. Capture, if you can,** the knowledge and skill with which we, here at Frankfort, combine just such whiskies as these—a skill born of 74 years' experience in making America's finest whiskies. Then—and only then—mix these separate whiskies together... so that *all* their individual qualities are subtly merged in *one* whiskey that's finer still!



**3. Pour 1 jigger** of this whiskey into a glass—add ice and soda (or water).

If you *could* do all these things, you'd come close to achieving a Four Roses highball. But why should *you* go to all this trouble—when *we've* already bottled just such superlative whiskies for you!



**4. We suggest that,** before this day is ended, you get a bottle of that glorious combination of whiskies known as Four Roses, and make yourself a highball.

And as you sip that deep-flavored, mellow Four Roses highball, think—have you ever tasted any other whiskey that offered *all* the virtues you find in Four Roses?

Frankfort Distilleries, Inc., Louisville & Baltimore.

**FOUR ROSES**

EVERY DROP IS WHISKEY AT LEAST 4 YEARS OLD

A blend of straight whiskies, 90 proof. The straight whiskies in Four Roses are 4 years or more old





HIGH OVER TUSCALOOSA'S GREEN PURLIEUS A UNIVERSITY OF ALABAMA PILOT BANKS HIS PIPER CUB. AIRPORT BUILDINGS ARE SHOWN AT LOWER LEFT

## ALABAMA STUDENTS LEARN TO FLY AS U. S. CREATES VAST CIVIL AIR RESERVE

**A**bove the broad campuses of hundreds of colleges and universities, small, safe, lightweight airplanes banked and wheeled this week as thousands of young men and women between the ages of 18 and 25 turned out for instruction in aeronautics under the auspices of the U. S. Government. From them and the college students of the next five years will be created a vast reserve of trained civilian pilots, held necessary for the nation's military safety and the proper advancement of aviation.

This gigantic program—unique in America's air history—was set forth in the Civilian Pilot Training Act of 1939, which envisaged the training of 95,000 civilian fliers between now and 1944. During last

spring's term, 13 colleges gave flying instruction on an experimental basis. Now in full stride, the Civil Aeronautics Authority is operating its program under a \$4,000,000 appropriation designed to carry 10,000 students in 385 colleges through the academic year 1939-40. Of the participating institutions, four are women's colleges, five Negro.

The pictures on these pages were taken at the University of Alabama, which competes with Georgia Tech for the glory of being the deep South's most air-minded institution of higher education. Alabama was among the colleges that participated in last term's experimental program. Of its 5,400 students, 50 are now enrolled in its pilot-training course.

STUDENTS LEAVE CAMPUS FOR FLIGHT TRAINING AT AIRPORT



INSTRUCTOR EXPLAINS PIPER CUB CONTROLS



PRINCIPLES OF BANKS, SIDESLIPS ARE SET FORTH





# OH, CHARLIE, PLEASE GET A BARBASOL FACE!



Get It Smooth, get it handsome, hoe off that half-cut stubble. Throw away old-fashioned methods that tend to dry and bite the skin, even cause coarseness and roughness. Get a tube of modern Barbasol. Get yourself a Barbasol Face and get results with the gals. Sold at all drug stores in 25¢ and 50¢ tubes, in huge 75¢ jars. Five Barbasol Blades, 15¢.

**Sailor, What's The Secret?** Better results with Barbasol—in hard water or soft, hot or cold—because it's a modern shaving cream—made with beneficial oils that not only soften the beard, but actually soothe and help protect the skin—from your razor while you shave, from harsh weather after you've shaved.



Hello, Junior! There's something about you that reminds us of a Barbasol Face. Smoother, cleaner, fresher, younger-looking skin—never touched by a razor. But that's the way it feels, after shaving with Barbasol!



## Student pilots (continued)

### Alabamians get an object lesson in landing

When an Alabama student flier completes his year's course, he will have received sufficient training to qualify for a private-pilot's certificate. He will have had 35-50 hours of flight instruction—about that required at established flying schools.

Actually his preparation will be vastly more comprehensive than that of most of the 26,500 private pilots now certificated in the U. S., for during his required 72 hours of ground instruction he will absorb theories of aerodynamics, meteorology and air regulations. For his course he will pay Alabama not more than \$40. From the Civil Aeronautics Authority the college will collect another \$20 a student (covering cost of ground instruction). To flight operators—who must provide equipment and instructors—the CAA will pay \$270-\$290 a student.

This week novitiates had completed their required initial fortnight of ground instruction and hurried excitedly out to the airport for first turns in the sky. Into their minds instructors had dinned the urgency of smooth landings and the professional satisfaction of perfect precision contacts. On this page you see a demonstration by Alabama's instructor of how a landing should be made. Opposite he shows how it should not be made. Plane is a Piper Cub, a standard light safety craft for beginning fliers.

#### Good landing



NEARING THE GROUND, THE PILOT GENTLY EASES DOWN HIS TAIL WHEEL



VIRTUALLY LEVEL, THE CUB HOVERS A FEW INCHES ABOVE THE EVEN FIELD



THE PLANE SETTLES PRECISELY TO THE GROUND FOR A 3-POINT CONTACT



WITH NEVER A BOUNCE, THE CUB TOUCHES, TAXIS, ROLLS TO A NEAT HALT



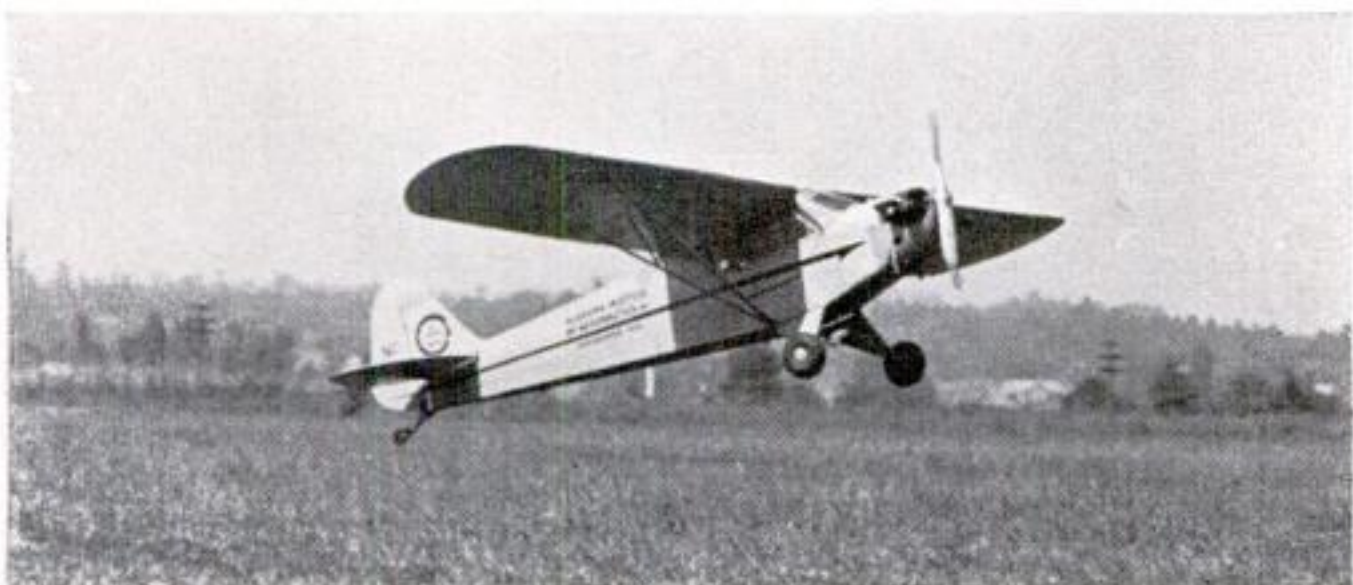
Bad landing



PILOT FAILS TO LEVEL OFF QUICKLY ENOUGH AS HE NEARS GROUND



WITH TAIL HIGH, HIS CUB SMACKS DOWN HEAVILY ON ITS FRONT WHEELS



BOUNCING LIKE A BUCKING HORSE, PLANE REARS ITS HEAD, DOWNS ITS TAIL



UP IN THE AIR AGAIN ON REBOUND, PILOT LEVELS OFF FOR SECOND CONTACT



NOT PERFECTLY, STILL A LITTLE TAIL-HIGH. THE CUB SETTLES AGAIN



THIS TIME HE MAKES NORMAL 3-POINT LANDING AND PLANE ROLLS TO STOP

CONTINUED ON NEXT PAGE

*For Distinguished Service*



**FULL-COLOR REPRINTS  
SUITABLE FOR FRAMING**

Six 9 x 12 prints of Scotch officers, Edition No. 2, without advertising, sent upon receipt of 25¢. Schenley Import Corp., New York City, N. Y., Dept. Y.

**HONOURS OF THE *Argyll and Sutherland Highlanders***

Cape of Good Hope, 1806 · Rolica · Vimiera · Corunna · Pyrenees · Nivelle · Nive · Orthes · Toulouse · Peninsula · South Africa, 1846-7, 1851-2-3 · Alma · Balaklava · Sevastopol · Lucknow · South Africa, 1879 · Modder River · Paardeberg · South Africa, 1899-1902 · Mons · Le Cateau · Marne, 1914, '18 · Ypres, 1915, '17, '18 · Loos · Somme, 1916, '18 · Arras, 1917, 1918 · Cambrai, 1917, 1918 · Doiran, 1917, 1918 · Gaza

**HONOURS OF DEWAR'S "White Label"**

THE MEDAL SCOTCH OF THE WORLD

Grand Prize, the Louisiana Purchase Exposition, St. Louis, 1904...one of more



than 60 medals honouring Dewar's White Label for Excellence in Scotch Whisky.

For distinguished service the standard of DEWAR'S *White Label* has been decorated by more than 60 medals of honour. In consequence, you can honour this seasoned veteran with your confidence . . . confident that it will not be betrayed. Command DEWAR'S *White Label* and soda . . . and be "At Ease".



**White Label**  
8 years old

**Victoria Vat**  
12 years old  
also known as  
Ne Plus Ultra



Both 86.8 Proof. Blended Scotch Whisky. Copyright 1939, Schenley Import Corp., New York

**Dewar's**

**"White Label"**

The Medal **SCOTCH** of the World  
BLENDED SCOTCH WHISKY



Feel fresh  
as all  
outdoors...



Sweet as a seabreeze, fresh as all outdoors . . . that's the way your mouth can feel right after you brush your teeth with Squibb Tooth Powder

It starts with a tingle on your tongue . . . a cool, minty fragrance that wakes up your sleepy taste sense as it races through your mouth. Then it all comes in a rush . . . that sweet, clean, young, all-new feeling . . . and you catch your breath in sheer delight at the smile you see in your looking glass.

It's the taste and what it does to you that makes the smiles keep on coming. And the way SQUIBB TOOTH POWDER cleans and polishes has a lot to do with it too. So has the acid-neutralizing agent in this scientific dentifrice, that fights the acids, when it comes in contact with them, that threaten pretty teeth.

Try SQUIBB TOOTH POWDER tomorrow morning and see what a thrilling difference a simple little thing like a change of dentifrice can make in your life!

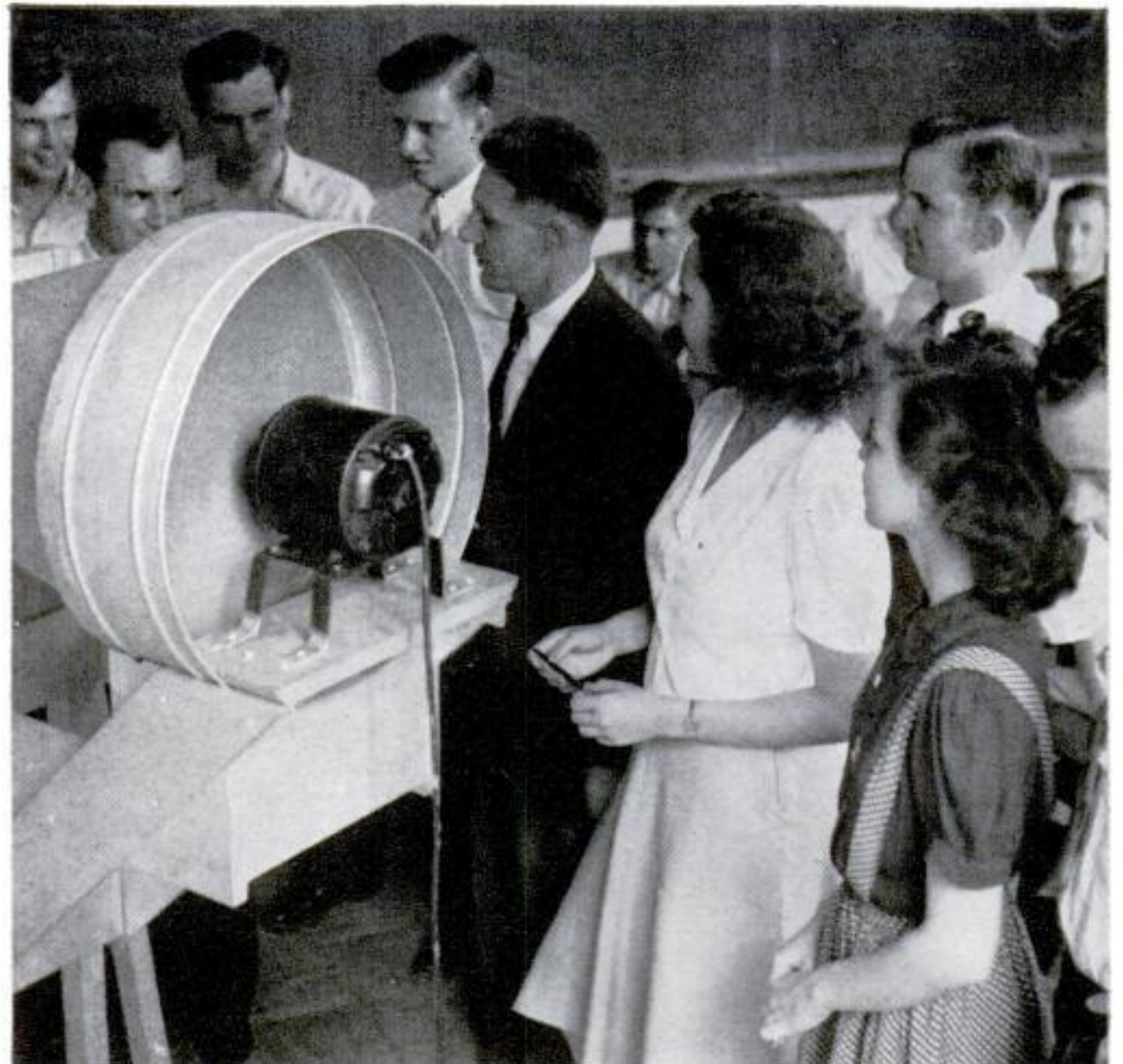
SQUIBB DENTAL CREAM also contains a new taste thrill and the same acid-neutralizing properties. It is attractively packaged in a smart cream-and-sepia tube.



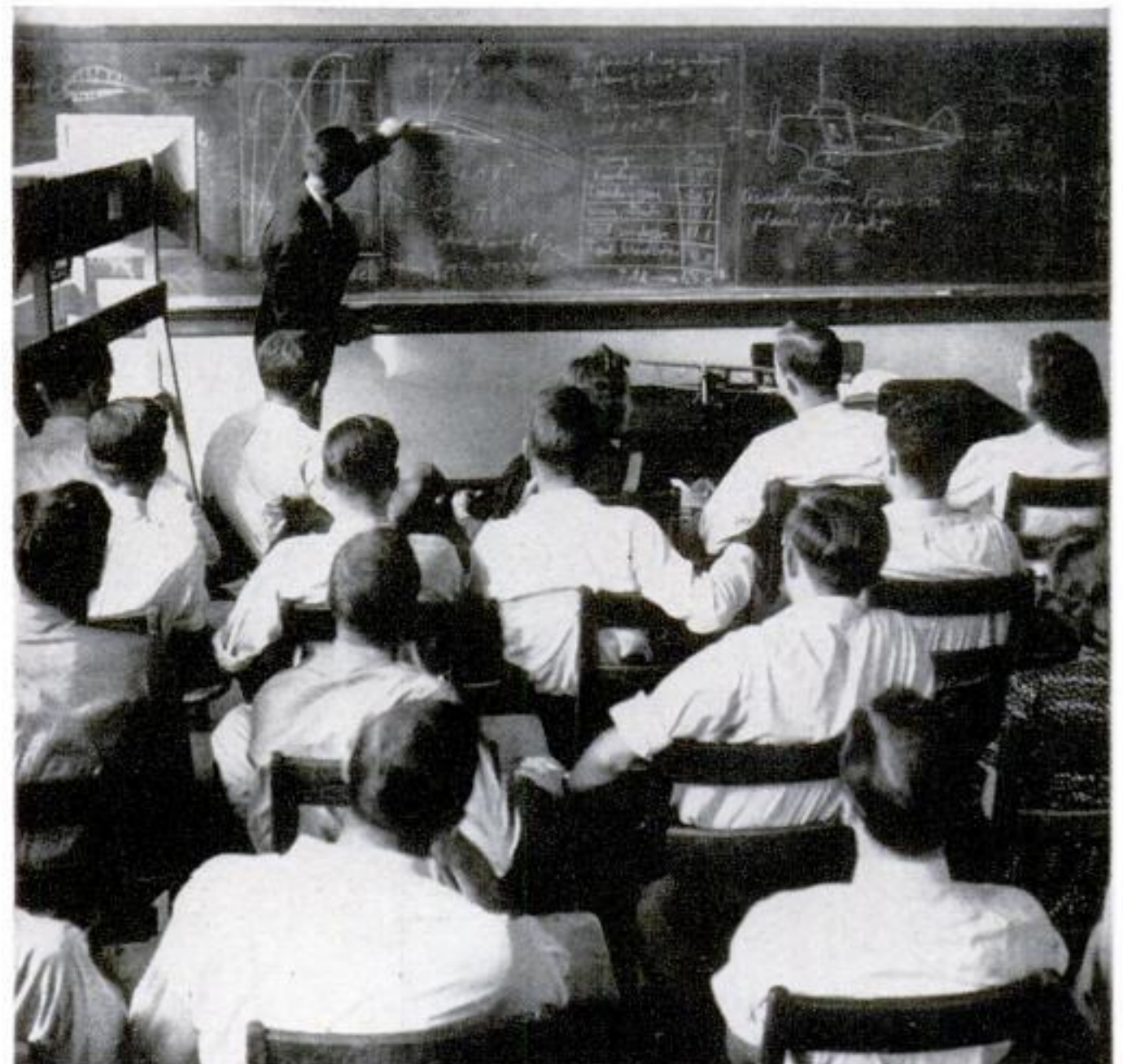
★ Taste and feel the refreshing difference

Squibb tooth powder

## Student pilots (continued)



Around a wind tunnel, students receive ground instruction in behavior of planes in air flow. Picture shows blower end of tunnel. Inside is a small model airplane.



First lesson in aerodynamics sets forth the "lift over drag" principle: basic equation defining the lifting power of wing over the drag of weight and plane surfaces.



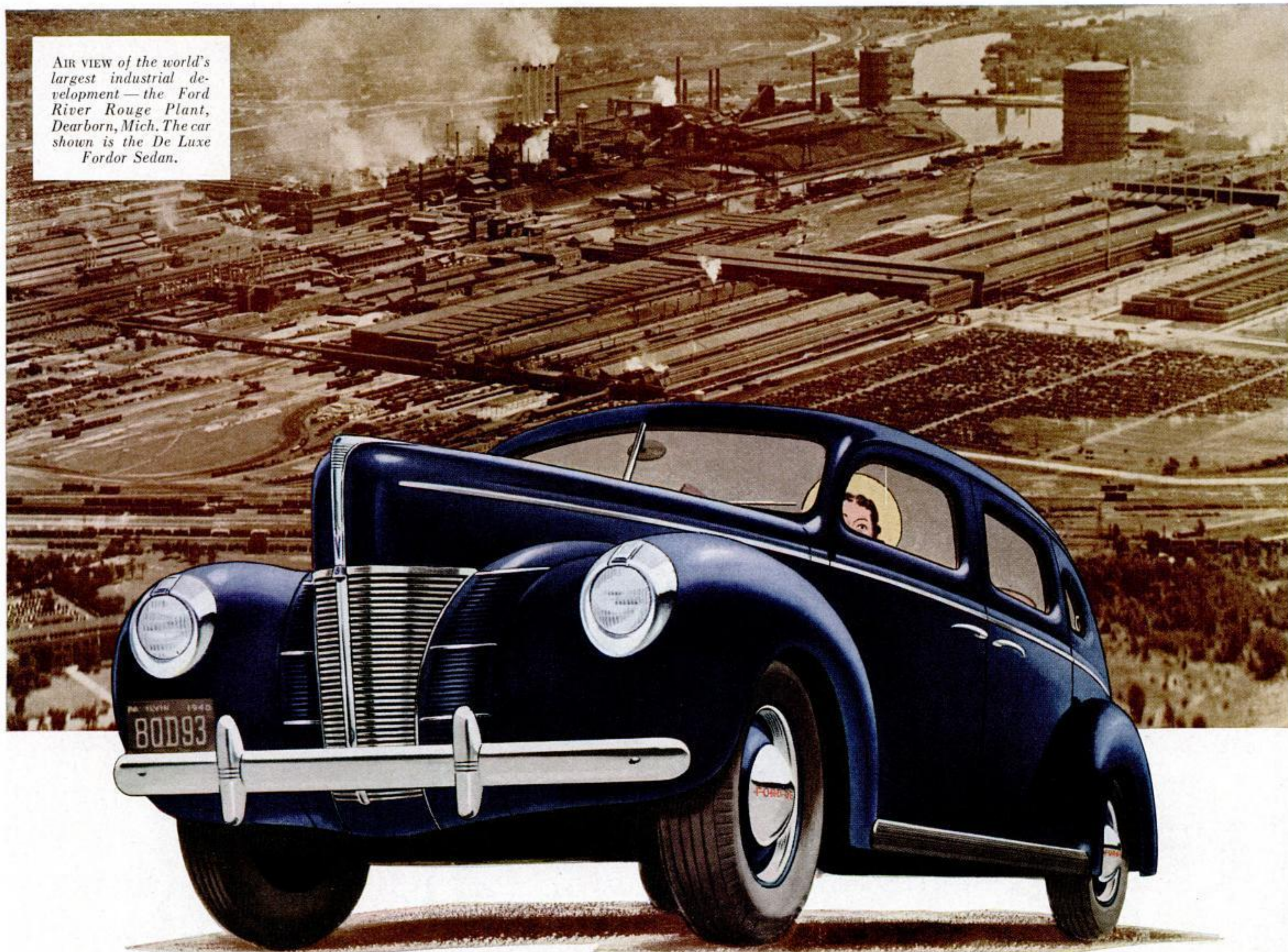
Nelle Sample, of Hartselle, Ala., talks shop with a fellow student at the airport.



Helanta Clark, of Rochester, N.Y., is 18, has ambitions to be a commercial pilot.



AIR VIEW of the world's largest industrial development—the Ford River Rouge Plant, Dearborn, Mich. The car shown is the De Luxe Fordor Sedan.



# *Out of the World's Greatest Plant* **THE NEW FORD CARS ARE ROLLING!**

**They're roomier, quieter, more comfortable cars.** They're soundly engineered. And they include 22 important improvements.

- Some of these contribute to your comfort and convenience . . . Finger-Tip Gearshift, Controlled Ventilation, improved spring suspension.\* Some bring greater safety and silence . . . Sealed-Beam Headlamps, curved disc wheels, improved soundproofing.

**Underlying these 22 improvements** are many fundamental Ford advantages. . . . The only V-type 8-cylinder engine in any low-price car—for smooth, satisfying performance. Big, powerful hydraulic brakes—for smooth, straight stops. The all-around economy enjoyed by millions of Ford V-8 owners.

- Ford cars have always been built to give good service and long service at low cost. . . . For 1940, they represent a far better buy than ever before!



## **22 IMPORTANT FORD IMPROVEMENTS**

### **FOR COMFORT**

1. More room inside
2. New Controlled Ventilation
3. New torsion bar ride-stabilizer\*
4. Improved spring suspension\*
5. "Self-sealing" shock absorbers
6. Two-way adjustable driver's seat
7. New-type resilient front seat backs
8. New "Floating-Edge" Seat Cushions

### **FOR CONVENIENCE**

9. New Finger-Tip Gearshift
10. Engine more accessible
11. Two-spoke steering wheel

### **FOR STYLE**

12. New exterior beauty

13. New interior luxury
14. New instrument panel

### **FOR SILENCE**

15. Improved soundproofing
16. "Easy-shift" transmission
17. Curved disc wheels

### **FOR SAFETY**

18. Sealed-Beam Headlamps
19. Improved drums for big Ford hydraulic brakes
20. Dual windshield wipers at base of windshield
21. Larger battery and generator
22. Battery Condition Indicator on all models

*\*On 85-hp models only*





*Whiskey history was written over fifty years ago when the late Colonel E. H. Taylor Jr. signed his name to Old Taylor whiskey. For he thus identified a rare Kentucky bourbon that was destined to perpetuate his fame as a master-distiller. Today, as then, you can buy no finer bourbon whiskey than that on whose label you'll still find his honored name.*



"TAYLORED"  
TO GOOD  
TASTE





ELIZABETH: "ISN'T IT STRANGE HOW ONE MAN'S KISSES CAN GROW TO BE LIKE ANY OTHER'S?" ESSEX: "... OR A WOMAN'S TO BE LIKE ANY OTHER WOMAN'S. ..."

## MOVIE OF THE WEEK

# *The Private Lives of Elizabeth and Essex*

When Warner Bros. first began to film the curious enigmatic story of Elizabeth, Tudor Queen of England, and Robert Devereux, second Earl of Essex, their picture was titled *Elizabeth the Queen* (after Maxwell Anderson's 1930 play). This was agreeable to Bette Davis but her co-star, Errol Flynn, disliked the omission of Essex's name. Title No. 2, *The Knight and the Lady*, displeased Miss Davis because it reduced Elizabeth in rank. Title No. 3, *Elizabeth and Essex*, meant paying \$10,000 to the estate of Lytton Strachey, whose 1928 best-seller of that name is the fullest authoritative study of this Tudor adventure. Finally Charles Laughton suggested the present title.

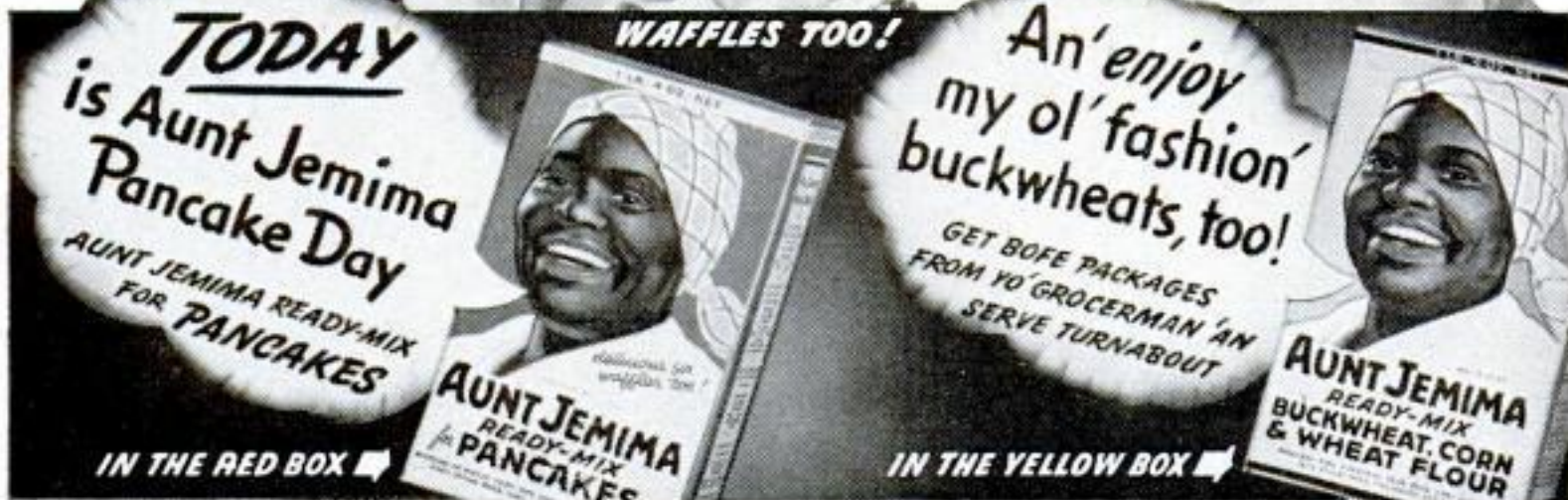
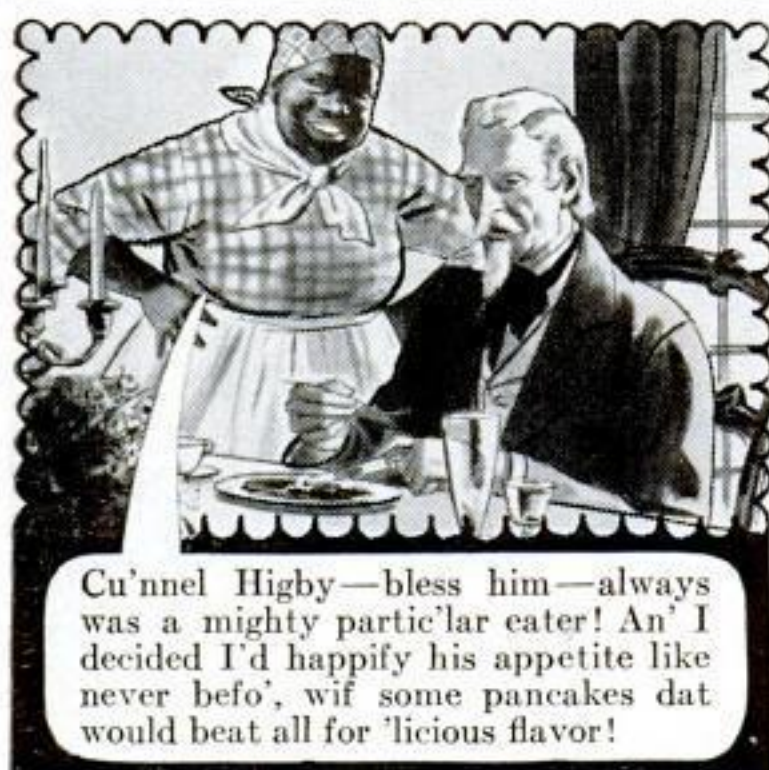
Of Elizabeth's and Essex's private lives, the picture sets forth a good deal more than history has preserved. It transmutes the Virgin Queen (she was 67 when Essex died) to a matronly one. It conveniently condenses and rearranges the most exciting chapters of the Elizabeth-Essex affair for dramaturgical ends. By and large, Miss Davis (with semi-shaven pate and red wig) and Mr. Flynn (ruffed and goateed) ably define the squally relationship of the aging neurotic Queen and her vehement young soldier-earl. Dialog, much of it Mr. Anderson's, is musical, and no better color processing has ever emerged from Hollywood's laboratories. Highbrow moviegoers will cheer it as one of the season's best.



**The Virgin Queen** (Bette Davis) revives a courier, hears him gasp: "We have been annihilated in Ireland, Your Grace. . . . Every company, troop, arms, stores. Utterly destroyed!"



# Aunt Jemima's own Legend of her Secret Recipe



P.S. To Mother: You will agree that Aunt Jemima's Pancakes are the best-tasting and easiest you ever made, or we will gladly refund your money!

## Elizabeth and Essex (continued)



Home from Spain, hero of a military triumph at Cádiz, the swaggering Earl of Essex is amazed to find Her Majesty displeased. She reproaches him before her court for allowing the Spaniards to scuttle their fleet, sink a treasure worth 12,000,000 ducats.



Sir Walter Raleigh, bold and adventurous as Essex, is his chief enemy at court. Raleigh and Essex alternately rise and fall in the Queen's favor. They nearly duel when Essex twits Raleigh on new silver armor, jeers: "The moon has been out-mooned!"



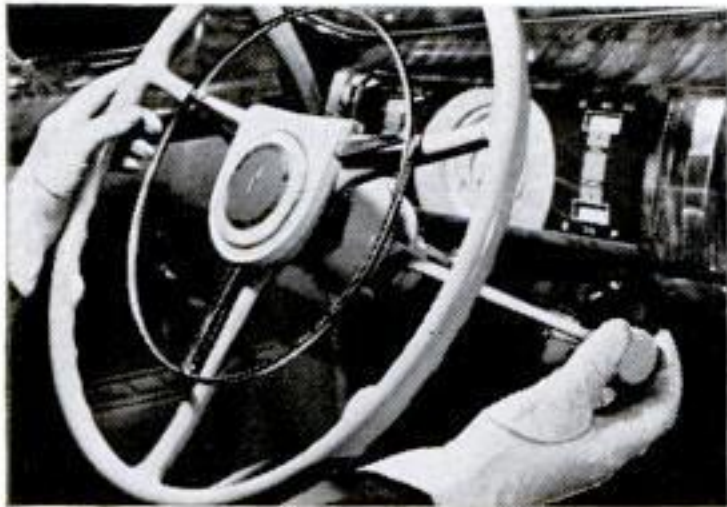
In the Queen's boudoir Essex and Elizabeth quarrel, make up, quarrel again. Elizabeth: "You believe you'd rule England better because you are a man." Essex: "I would indeed! And that is why you fail. Because *you* can't act and think like a man."

CONTINUED ON PAGE 38



# HORSEPOWER, WHEELBASE UP...PRICES ARE DOWN!

NEW DE SOTO JUST ANNOUNCED...GOES TO 122½ INCH WHEELBASE!



New Perfected Handy-Shift...you shift gears with a quick flick of the wrist.

*Look—Ride—  
then Decide!*

EXCITING's the word for De Soto! Styled, sized, powered, and priced for the modern American family.

It's 1940's most feature-packed value car—the bigger, lower-priced De Soto! Drive it yourself! Try its 100 horsepower performance...the solid, deep-cushioned luxury of its Floating Ride. The rear axle is moved back 7½"...passengers ride smoothly cradled between the axles.

Here's luxury and size. Rear doors are full width at bottom. Seats, floors are wider. Head, leg and shoulder room are increased! Warning Signals tell you when gas, or oil pressure is low...water temperature too high.

Get De Soto's new value story. Look—Ride—then Decide. Be sure you drive a new De Soto before you buy. DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.



A PRODUCT OF THE  
CHRYSLER CORPORATION

**DE SOTO**

**NEW LOW  
PRICES**

Before you buy, get the great news about new 1940 lower prices from your nearest De Soto dealer.


**NEW 1940  
FEATURES**

Advanced Styling • 100 Horsepower Engine • 122½" Wheelbase • Perfected Handy-Shift • New Floating Ride—All Passengers Cradled Between Axles • Sealed Beam Headlights—50% to 65% Greater Road Light • Bigger Windows—Increased Visibility • Rear Doors Full Width at Bottom • Wider Seats • Warning Signals on All Dash Gauges • New Ventilation • Doors Insulated Against Dust, Drafts, Dirt • Running Boards are Optional • Curved Glass Rear Window.

MAJOR BOWES, C. B. S. NETWORK, THURSDAYS, 9 TO 10 P. M., E. S. T.

## The Great American Family Car






**PUT YOUR FEET ON  
Easy Street**

You'll step up the quality . . . and smartness . . . of your shoe wardrobe, at no extra cost, with Portage Shoes. Swanky Portage BOULEVARDS—the new brougey styles in rich hand-antiqued Copper Tone leathers—at \$5.00 and \$6.00. Portage air cushioned PORTO PEDS, \$6.00 and \$6.50. And Portage no-nail MODERN EZE Shoes — with registered health insoles, at \$7.50. See the Portage Dealer and step out on Easy Street.

PORTAGE SHOE MFG. CO., Milwaukee, Wisconsin



PORTO PED  
Style No. 2275  
Barclay Last  
Black or  
Brown Calf

BOULEVARD  
Style No. 6961  
Hampton Last  
Hand-Antiqued  
Old Gold  
Mayzon

BOULEVARD  
Style No. 6956  
Hampton Last  
Hand-Antiqued  
Oak Tan Mayzon

**\$5 to \$7.50**

**PORTAGE**  
SHOES FOR MEN

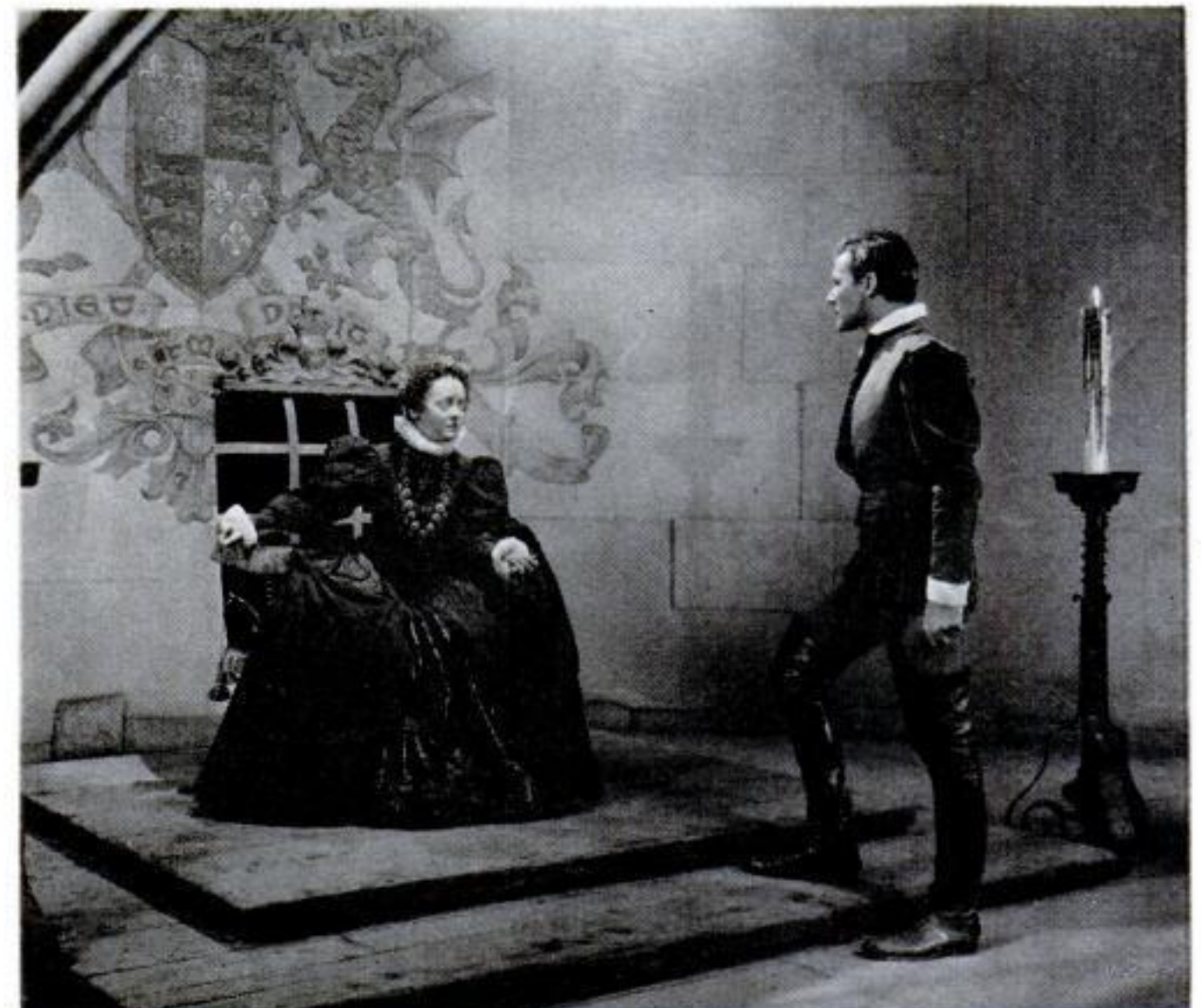
## Elizabeth and Essex (continued)



**In Ireland**, Essex and his decimated troops struggle through steaming plague-ridden bogs after the rebel Tyrone. He asks in vain for supplies and reinforcements. In the end he is trapped and must make a humiliating peace with the Irish chieftain.



**Francis Bacon** (Donald Crisp), essayist and politician, faithlessly deserts Essex when he perceives the Earl has fallen from favor. He fails to tell Elizabeth that all her letters to Essex in Ireland, all Essex's appeals to her, have been intercepted.



**Convicted of treason** for leading an abortive march on London, Essex refuses Elizabeth's offer of life. He confesses his burning ambition for power, chooses death on the block rather than life with no crown. Elizabeth, broken-hearted, watches him go.





Never before such cozy, toe-wiggling comfort!...When you take your first delicious stretch on this New Beautyrest mattress, you'll realize that here indeed is a comfort you've never enjoyed before! How glorious it feels just to lie there...every

tired muscle whispering rest, rest, rest. You float off to sleep...relaxed as a baby...on truly the world's most comfortable mattress. Yes, even more comfortable than any former Beautyrest.

## THE GREAT NEW BEAUTYREST!

Luxuriously comfortable... Guaranteed for twice as long!



**837 reasons for Beautyrest's "luxury comfort!"** Beautyrest has 837 springs—each is in its own cloth pocket. Each is separated from the other—works independently. No matter which way you lie... the different parts of your body get exactly the right amount of "give." Ordinary mattresses with springs tied together by wire pull out of shape—forming uncomfortable slopes and hollows.

**Sag-proof edges!** The New Beautyrest never gets that "down-hill" look at the edges. Our patented sag-proof construction brings "mid-mattress" comfort to the very edges of the bed.

**Hooray! Less turning!** Beautyrest doesn't sag. You don't have to turn it nearly as often. After the padding has leveled, you need turn it only 4 or 5 times a year.

**8 ventilators keep New Beautyrest sanitary!** Some mattresses have false ventilators. Beautyrest has 8 real ones. They expel stale air—keeping Beautyrest fresh and sanitary inside.



**New Beautyrest lasts 3 times longer!** Ten different types of mattresses, from \$19.75 to \$39.50, were crushed and mauled by a 200-lb. roller at the United States Testing Co., Inc., Hoboken, N. J. After 489,000 poundings, the New Beautyrest was still in sound sleeping condition. No other mattress stood up even one third as long! That's why the "luxury comfort" of Beautyrest is guaranteed for 10 years' service, although under normal use it should last far longer.

**LUXURY COMFORT FOR  
A PENNY A NIGHT  
WITH THE NEW DEEPER BEAUTYREST**

The Beautyrest Box Spring, for use with the New Beautyrest Mattress, is \$39.50. Or get the Ace Coil Spring at \$19.75.

**SIMMONS COMPANY**

Chicago • New York • San Francisco • Atlanta



**Why Beautyrest really costs LESS in the long run.** Your New Beautyrest costs \$39.50 (easy time-payments, of course). This price comes down to about a penny a night, based on our 10-year guarantee.

As the United States Testing Company proved, Beautyrest lasted 3 times longer than other types of mattresses in the laboratory.

Isn't it reasonable to assume that Beautyrest will last longer in your home, too... particularly than "cheaper" mattresses? And if Beautyrest lasts longer, doesn't it really cost less over the years? See the New, Deeper Beautyrest at your furniture or department store today.

**IMPORTANT:** If you are shown other mattresses supposed to be "just as good" as Beautyrest, remember that there is only ONE Beautyrest.

No other mattress in the world can give you ALL its advantages.

Beautyrest is made only by the Simmons Co. To be sure you get the genuine, look for this label on the next mattress you buy.







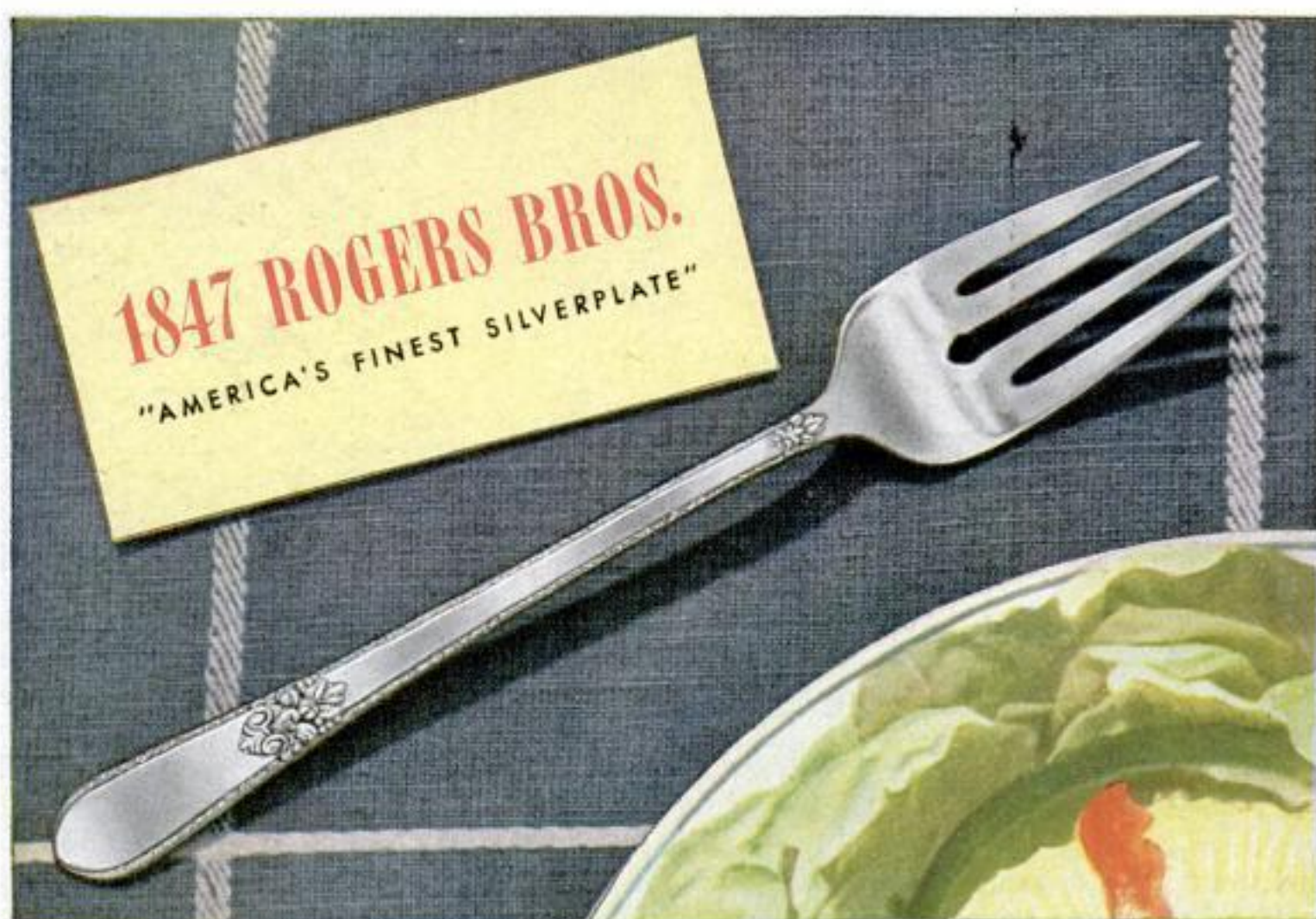
Loretta Young, lovely, lovable star of the current Walter Wanger success "Eternally Yours," a United Artists release, knows what she likes—and why. Here's what she says about a new silverplate pattern:

"I love every line of this new 1847 Rogers Bros. creation—it's so simple and fine, yet so rich in its one crowning ornament. And since everyone who sees it adores it, as I do, what else could I name it but . . . 'Adoration'?"

# Loretta Young named it — all America adores it

## *"Adoration"*

1847 ROGERS BROS.' NEW  
PATTERN IN SILVERPLATE



This new pattern, proudest achievement in 1847 Rogers Bros.' ninety two years of pattern design, has a look entirely new to silverplate . . . the look of solid silver. Here is why. Thanks to the genius of 1847 craftsmen, its motif is more highly raised, its chasing more delicate than was ever possible before except in sterling. In a few weeks, "Adoration" has become the most talked-of pattern of our day. Everyone who sees it is enthusiastic. It's time you held a piece of lovely "Adoration" in your hand!



More good news for October brides. Just now, at your 1847 Rogers Bros. dealer's, you'll find a beautifully complete set of "Adoration"—The Silver Theater Set of 62 lovely pieces—at but \$59.75, or \$19.00 less than the out-of-open-stock price. This service for eight bears—every single piece—the proud year-mark 1847. And the handsome chest is free. Other sets of "Adoration" as low as \$33.50 and sets of any size may be purchased on easy terms. International Silver Company, Meriden, Conn.

● TUNE IN EVERY SUNDAY—Leading dramatic stars in "THE SILVER THEATER." 6 P.M., E.S.T.; 5 P.M., C.S.T.; 4 P.M., M.S.T.; 3 P.M., P.S.T. Coast-to-coast Columbia Network.







When in Baltimore, many of America's busiest, most active people like to visit the charming home of Mr. and Mrs. Ogden Nash. Mrs. Nash is the mother of two attractive daughters, entertains frequently, is known as a brilliant and considerate hostess



"Nowadays so many of my guests prefer Wine"

*says* **MRS. OGDEN NASH** of Baltimore



*"Friends come to our house to enjoy themselves and to relax. And they find it a good idea to be moderate"*

"Even when I entertain very informally I give each guest a choice of beverages," says Mrs. Ogden Nash, "for many are certain to want wine. Active people especially — so often nowadays they wish to be moderate."

It's a gracious custom — no wonder it is spreading like wildfire throughout America today.

Afternoons so many women guests would rather have small glasses of golden Muscatel, to be sipped slowly. Before dinner with the appetizers, a growing number of men now prefer Sherry in a cocktail-size glass.

And at the table, careful hostesses everywhere are complementing main course dishes with wine. They like to set before each guest, in servings half water goblet size, a delicate Sauterne or ruby Burgundy. They find it makes for more *leisurely* enjoyment.

You'll notice this yourself when you serve wine. It is not a beverage to toss down. You discover you want to sip wine slowly.

Try it at your house soon. Like Mrs. Ogden Nash, you will find more people at every party who prefer to make their beverage wine.

#### ALL YOU NEED TO KNOW TO SERVE WINE

There are many varieties, but only two main types of wine . . . (1) Wines made "dry" (not sweet) especially to serve with meals, called *table* wines; (2) Wines for use with desserts or refreshments, called *sweet* wines.

One of the best liked "table" wines is golden Sauterne, light-bodied, of distinctive flavor. Offer medium-size servings with any luncheon or dinner.

A superb "sweet" wine is Port, rich red in color, with smooth, full body. Serve in cocktail-size glasses with desserts or in the afternoon or evening.

#### THE WINES OF CALIFORNIA



In the most discriminating households the good wines of our own country are usually served today. Actually more than 9 out of 10 hosts and hostesses are choosing wines grown here. The wines of California, for example, are grown to standards of quality. They are true to type. Well developed. Inexpensive.

*This advertisement is printed by the wine growers of California, acting through the Wine Advisory Board, 85 Second Street, San Francisco.*

#### Milkman's matinee (continued)



Millie of Postal (Myldred Enright) takes telegram requests for favorite records. Matinee fans, hearing Stan Shaw's ecstatic praises, imagine her a glamorous figure.



Chorus girls at Billy Rose's Diamond Horseshoe (above) and in other night clubs keep the Milkman's Matinee tuned in as obligato to their dressing-room chatter.



Police Emergency Squad, between calls, must inspect and practice with equipment. With cards and gambling ruled out, Milkman's Matinee provides their diversion.

CONTINUED ON PAGE 44



# Stop here

*and your battery*



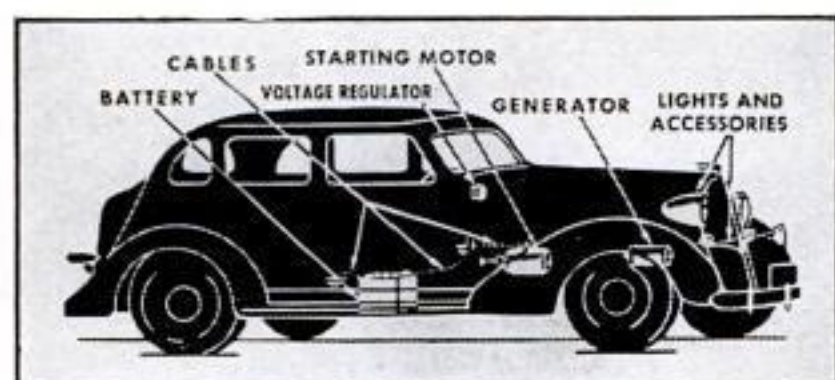
*should Never Run Down!*

**Ten Million starting failures in the next three months... DON'T YOU BE A VICTIM!**

*Tomorrow morning over 100,000 automobiles will, to the amazement of their owners, fail to start. Why? Because, in the increasingly complex electrical system of a modern car, there are more than 100 places where a hidden short circuit or a loose connection can drain a perfectly good battery in no time. But YOU need not be a victim of one of these sudden failures.*

**New Willard Instrument "x-rays" entire starting system—locates loose connections and hidden flaws that cause most starting failures**

The Willard Electrical Check (pictured at the left) will completely analyze the starting system of your car in less than fifteen minutes. With this "electrical detective" your Willard Starting Service dealer can give you an accurate performance picture of all the wiring, the generator, and voltage regulator of your car under actual operating conditions.



**It checks ALL these Vital Points!**

**Get this Starting Insurance before trouble develops!**

This amazing new service is available wherever you see the "sign of the car and the arrow." Look for this NEW sign of a NEW service destined to become as essential to modern motoring as 4-wheel brakes and safety glass. Stay out of trouble and save money—use this NEW Willard Starting Service before winter comes.

WILLARD STORAGE BATTERY COMPANY  
Cleveland • Dallas • Los Angeles • Toronto

# Willard

## STARTING SERVICE

A NEW SERVICE THAT PREVENTS STARTING FAILURES

### Try the New Odorless Anti-Freeze

This new Willard *Odorless* Anti-Freeze is safe—won't harm the cooling system of your car—protects it against corrosion, and is long-lasting—it's a quality product throughout.



Get the extra protection of Willard Anti-Freeze now! Only 25c a quart in sealed cans at your Willard Dealers.



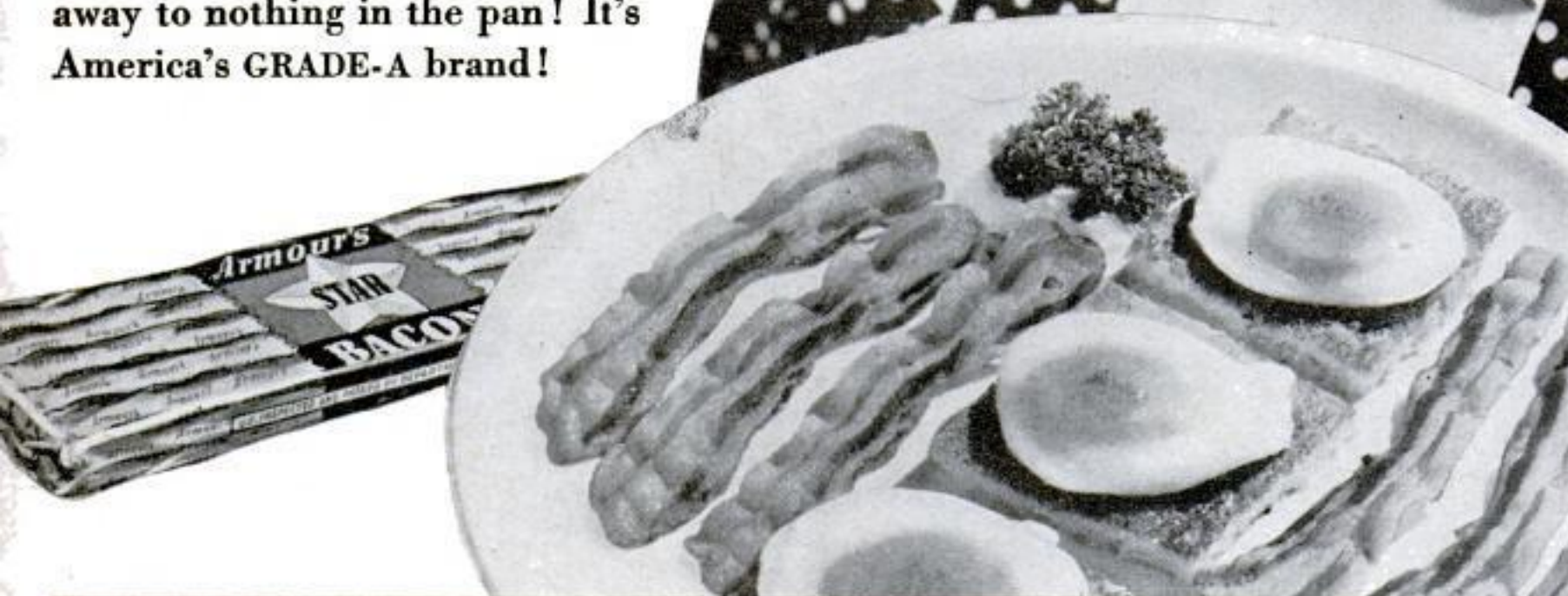
ALWAYS INSIST ON

# ARMOUR'S STAR BACON

## ...it's the GRADE-A Brand!

WE LIKE THE BACON THAT WON'T BROIL AWAY—THAT KEEPS ALL ITS FLAVOR! IT'S ARMOUR'S STAR.

● Look at these beautiful, big slices, so nice and crisp—and with all the wonderful flavor of bacon at its very best! That's the treat you serve when you order Armour's Star Bacon. It's dry cured to safeguard ALL the flavor of the choicest meats. Here's bacon that simply cannot broil away to nothing in the pan! It's America's GRADE-A brand!



### THE GRADE-A SAUSAGE IS ARMOUR'S STAR!



HERE'S SAUSAGE THAT'S SEASONED TO PERFECTION. ABSOLUTELY DELICIOUS!

Yes, Ma'am! These plump, appetizing pork sausages are made fresh every day in Armour's spotless kitchens, skillfully seasoned to YOUR taste! Just right for GRADE-A breakfasts—and dinners, too. In links or patties.

### ORDER ARMOUR'S STAR CORNED BEEF HASH!

GRADE-A? I SHOULD SAY SO! A SIMPLY MARVELOUS DINNER!

Here's a corned beef hash even better than the kind "Mother used to make." Made from selected brisket of beef, cooked by expert chefs—to give you a very special treat. A whole dinner in itself!

COPYRIGHT 1939, ARMOUR & CO., CHICAGO



ASK FOR **ARMOUR'S STAR**...  
the **GRADE-A** brand of meats

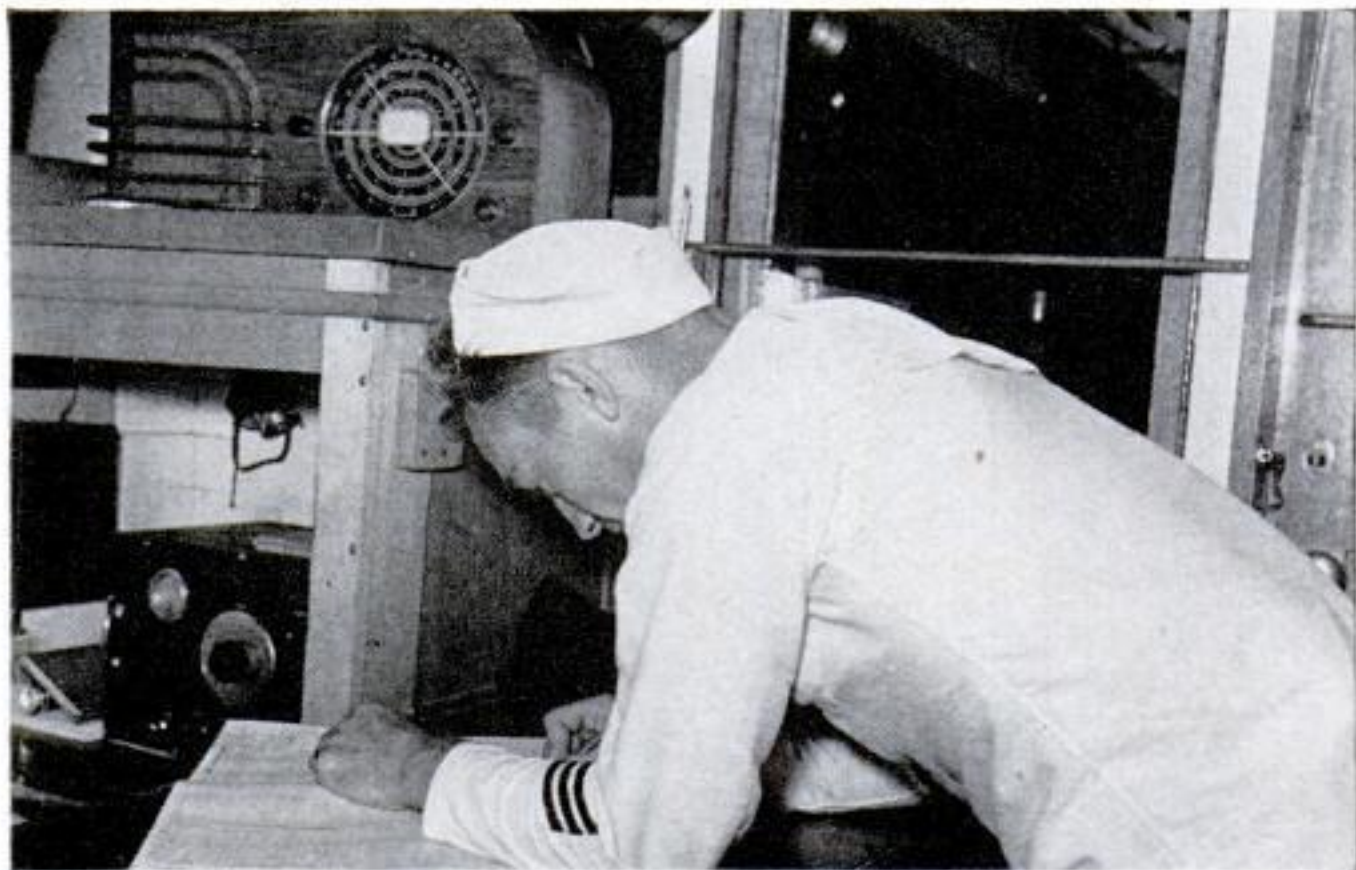
### Milkman's matinee (continued)



Milkman George Goodman was a frustrated fan until portable radios were put on market. Now he carries one in his wagon, keeps it tuned low on before-dawn rounds.



Cab drivers, waiting for the night-club crowds, keep their cab radios tuned loyally, despite the fact that playing a radio in a passenger-less cab violates a city law.



Coast Guard all-night patrols listen to the Milkman's Matinee officially to check accuracy of its weather broadcast. Unofficially crew members also hear the music.



Scrubwomen in New York hotels hear the program only when cleaning lobby. Less-hardworking night clerks, elevator operators are steady listeners and request-senders.





At the Celebrated "21"...

# *Pabst gets the Call*

**for Keener Refreshment**

**NEW YORK'S "21" WEST FIFTY-SECOND**—Here in quiet intimacy, you may rub elbows with tycoons and princes, diplomats and debutantes—Page One Personalities whose choice of food and drink sets the quality standard for the world. Of course this means *Pabst Gets the Call* . . . as it does where beer is served to discriminating guests from coast to coast. For the true connoisseur prefers Blue Ribbon's quality—its lighter, brisk-bodied character and richer flavor. This master-blended formula cannot be found in any *other* beer. It's a Pabst secret with a 95-year tradition. So—for Keener Refreshment—do as Smart America does: Always Call for Pabst Blue Ribbon!

Copyright 1939, Pabst Sales Company, Chicago



**In America's Homes, too,  
Pabst Gets the Call!**

From coast to coast, the famous bottles and handy cans of Pabst Blue Ribbon hold first place in America's homes! This overwhelming preference by family and guests is the truest measure of popularity—won by 95 years of Pabst Quality. Order delicious Blue Ribbon today . . . in bottles or space-saving cans. Take your choice.



*It's Smart to Call for* **PABST BLUE RIBBON**





# The head-line of 1940

**The line that's ahead in new lower prices...new eye appeal, new roomy comfort, solid safety and long-lived economy!**

**S**TOP the presses! . . . Replate the front page! . . . Hold everything for a red-hot new headline! . . . The new Studebakers of 1940 have arrived!

Studebaker follows up its record-breaking sales of 1939 models by offering you three remarkable, new, sure-shot success cars for 1940! A new Studebaker President! A new Studebaker Commander! A new Studebaker Champion!

Three beautiful, roomy, restful-riding, new 1940 editions of those famous, dollar-saving Studebakers that hold the official A.A.A. records for gasoline economy and sustained long distance performance!

Three value-loaded new Studebakers, in the medium, low and lowest price fields, with which you can yardstick the money's worth of all the other cars!

Three brilliantly engineered new Studebakers, so soundly built by America's ablest car craftsmen, that you save cash on operating costs all the time you own one—and get back a sizable part of your original money when you finally trade it in!

#### **New Raymond Loewy styling!**

Studebaker went to ace designer, Raymond Loewy, and gave him a free hand with the eye appeal of these three distinctive 1940 headliners.

This means that you enjoy the pride and satisfaction of having the best there is in attractive exterior lines and deep-bedded interior luxury, whether you pay as little as \$660 delivered at the factory for a 1940 Champion—a little more for a Studebaker Commander—or indulge in the super luxury of the moderately priced 8-cylinder Studebaker President!

And speaking of the 6-cylinder Champion . . . although it's priced on a level with the three other leading lowest price cars, there is no extra charge for such assurances of your safety, comfort and convenience as sealed-beam head lamps, steering wheel gear shift, planar independent suspension, non-slam rotary door latches,

dash-board hood lock and many other Studebaker niceties and advancements.

#### **Come, go for a thrilling drive!**

Why tie up your money in any car that lacks the advanced style, the restful riding comfort, the sound, long-lasting construction, the solid safety and the recognized economy of a Studebaker?

See your local Studebaker dealer and go for a revealing drive in a new President, Commander or Champion. Before you've covered 10 miles, you realize that Studebaker is well-named the head line of 1940. And Studebaker prestige and distinction cost you surprisingly little to enjoy.

You don't need a lot of ready cash—your present car can cover part, perhaps all the down payment on C.I.T. terms.



Studebaker Champion set coast-to-coast round-trip economy record of 27 1/4 miles per gallon . . . then traveled 15,000 continuous miles in 14,511 consecutive minutes on Indianapolis Speedway!



Models illustrated are: Champion Cruising Sedan, \$740 delivered at factory, South Bend; the Commander Cruising Sedan, and the President Club Sedan.



# THREE MAKERS

WIDEBAKED... And the expertise  
of Studebaker engi...  
...aker open





# These Prunes are really **TOO GOOD** to cook!

*They're "Tenderized"  
and sealed in FOIL!*

Eat 'em like candy right out of the carton.

Office workers keep a carton handy in the office desk. Sportsmen carry them on hunting, fishing, and hiking trips. Children like them in the school lunch, after school, any time and all the time.

'Tenderized' SUNSWEETS are good for everybody, too. Packed by Nature with Vitamins A, B, and G (more of Vitamin G than has been found in any other fruit). Rich in Calcium and Phosphorus, and in Iron for healthy nerves and red blood. They're a wholesome, gentle, natural laxative, too, Nature's own way to regular habits. Try a handful each day for a week and see for yourself!

Finest prunes, also, for Prune Whip, Prune Pie, Prune Cake, Prune recipes of every kind. Quick-cooking. Better flavored. The 'Tenderized' Process

makes them more tender, more mellow. The foil-sealed carton keeps them that way. It protects them from dust, air, light, and heat.

Packed and backed by the growers themselves. Remember, SUNSWEETS are the only 'Tenderized' Prunes and the only prunes sealed in foil.

Grown and Packed by  
CALIFORNIA PRUNE AND  
APRICOT GROWERS ASSOCIATION  
San Jose, California

**SUNSWEET**  
*"Tenderized"*

**PRUNES • APRICOTS • PEACHES**

Also SUNSWEET Whip-Prune (for Quick Prune Whip) and SUNSWEET Prune Juice

Recipes For 'Sunsweet'  
Upside Down Cake And  
Other Good Things . . .  
Send The Coupon

SUNSWEET, Box 2R, San Jose, California

Please send me your book of SUNSWEET 'Tenderized' Prune,  
Apricot, and Peach recipes.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



# WAR & FASHIONS

Its effect on women's styles  
is great but unpredictable

To those not professionally interested in fashions, war's influence on women's wearing apparel resolves itself into such obvious manifestations as brass buttons, gold braid, epaulets, cockades and similar tinsel trimmings. Typical are the clothes and accessories photographed on this page.

But to those with millions at stake in the women's apparel industry, these are but trivial trappings. War's significance has deeper roots. It is concerned with: 1) whether the French dressmaking houses will continue to be the greatest of all fashion inspiration sources; 2) how the new type of warfare, with its city blackouts and underground shelters, will affect fashions; 3) whether women will, as in the last War, take to home sewing.

From London and Paris come reports of new clothes designed to minimize the danger of collisions during blackouts, of colds and rheumatism during air raids. New are the luminous buttons, belt buckles, lapel ornaments which become bright safety signals at night on unlit city thoroughfares. Quick-closing, warmly lined mechanics' suits, made of materials treated to repel mustard gas, are the newest type of dressing gowns. Money belts and gas-mask cases are worn instead of pocketbooks. Metal identity discs are the latest gadget for charm bracelets.

Such functional fashions are bound to influence U. S. styles, but of greater concern to U. S. manufacturers is whether or not Paris will continue to turn out four collections of new fashions annually. From these collections stem most of the women's clothes sold in the United States. During the last War, the French houses skipped only one showing. By the spring of 1915, Paris creations, limited in number but not in imagination, were again available.

The last War broke before Paris could show its August 1914 creations. The present war was more considerate. It did not begin until after the horde of American buyers had viewed and purchased models from one of the most brilliant collections of clothes ever presented.

For the present war's likely influence on home sewing in the United States, see pages following.



Obvious war influence is reflected in the clothes in this picture. Hat of red felt with black braid is reminiscent

of French cadet's kepi. Black dress has military red collar and cuffs, gilt buttons. Note braid trimming on gloves.



Dress-parade hat has military crown & brim. Gilt swag imitates braid on dress uniforms.



Epaulets of wool fringe and braid like those shown above, or of all metal, are pinned on.

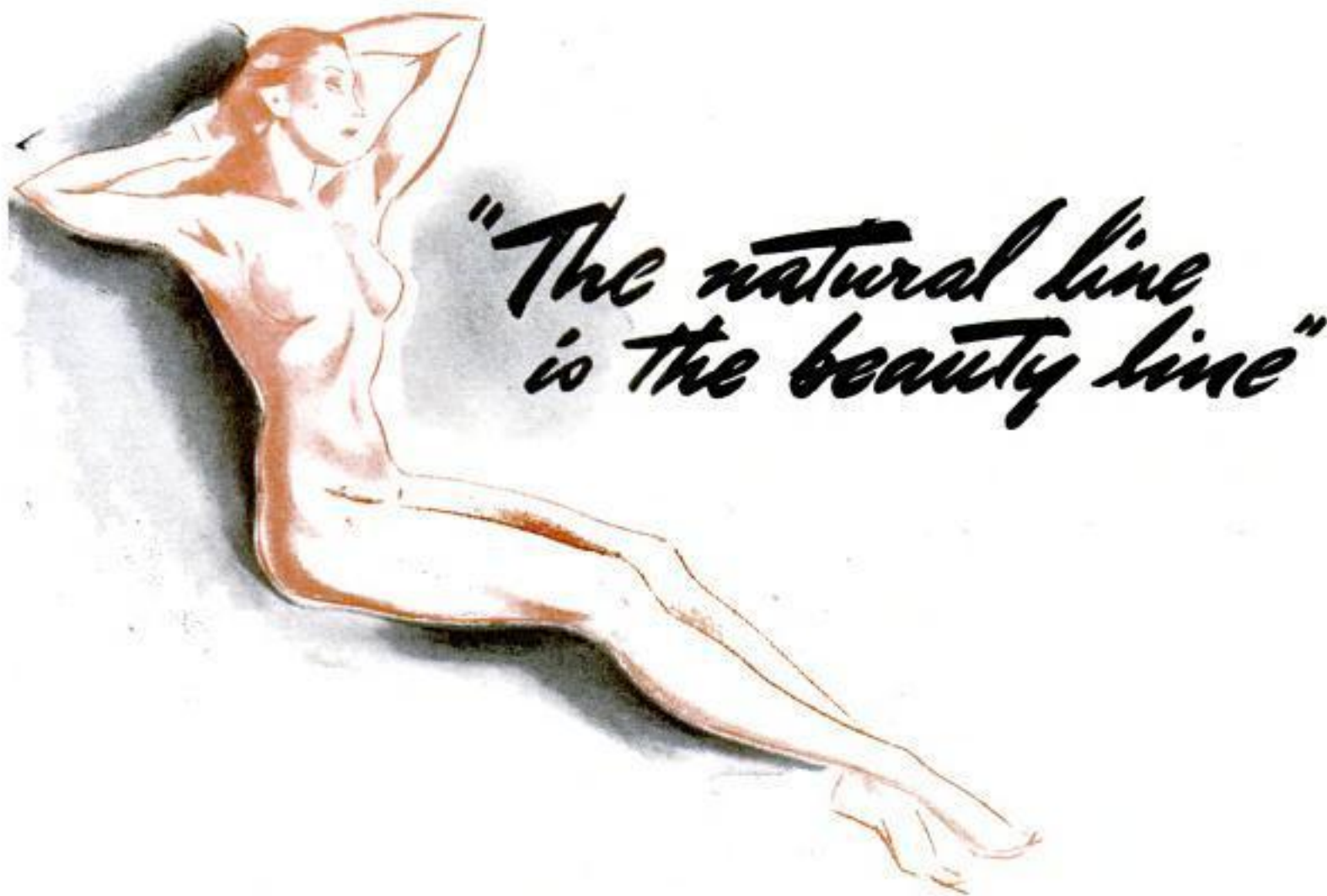


American eagle of silver is used as a belt buckle. The hat has a similar ornament.



Cockade on hat and double row of buttons on dress give a military touch to this outfit.





Hooray for *Fluffs*\*... Kayser's brand new, grand new gowns that are kitten-warm without a scratch or a tickle! It's the new brushed rayon that does it... makes them feel like wool on the *outside*, like silk on the *inside*! And Kayser's *Fluffs* are "custom-designed" on living models to follow your natural beauty line. 5 "sweet-dream" colors: Rose Petal, Mystic Blue, Aqua, Coral, and Gobelin Blue. Gown \$2.00... Jacket \$1.00... Pajamas \$2.50.

**BE WISER...BUY**  
**KAYSER**

AT SMART SHOPS THE WORLD OVER

\*Trade-mark



Groups of women met at one another's homes to plan, cut and fit dresses for the home-sewing contest. This picture, taken at home of Mrs. J. Alden Simpson, shows some of the activity in Greenville homes during the weeks preceding the contest.

## GREENVILLE DRESSMAKING CONTEST STARTS WAR CYCLE OF HOME SEWING

When men go to war, women sit at home to knit and sew. During the last War, women in the United States earnestly took to home sewing. Sales of patterns and piece goods soared. At War's end, interest in home sewing lagged, pattern sales dwindled.

Since early summer this year, stores have reported increased activity in all departments that sell articles pertaining to home sewing. To meet the demand for fabrics at bargain prices, numerous manufacturers are now offering ready-cut dress lengths (3½ to 4 yd.) at prices starting at \$1 for the entire length. All this may in no way be connected with the present war, but the fact remains that again a great revival of interest in home sewing coincides with a war.

Recently the Meyers-Arnold department store in Greenville, S. C., announced a home-sewing contest with prizes for the best dresses. Wealthy matrons, laborers' wives, high-school girls all entered. Pattern sales jumped 75%, silk goods 25%, woolsens 99% over the same period the previous August. The community was ready for home sewing. The contest gave it necessary stimulus.

The fashion show and judging of entries was held at night in the ballroom of the Poinsett Hotel. Residents of nearby towns came to Greenville for the event. Now, Tom McGee, president of Spartanburg's leading store, has challenged the women of Greenville to an inter-city sewing contest.

On opposite page and page following are some of the entries.





**Frances Perry, 16,** is making a dress for her sister **Frederica, 18.** When this dress of taffeta was almost finished, Frances and Frederica decided that it wasn't good enough to enter in the contest, made another dress shown on the following page.



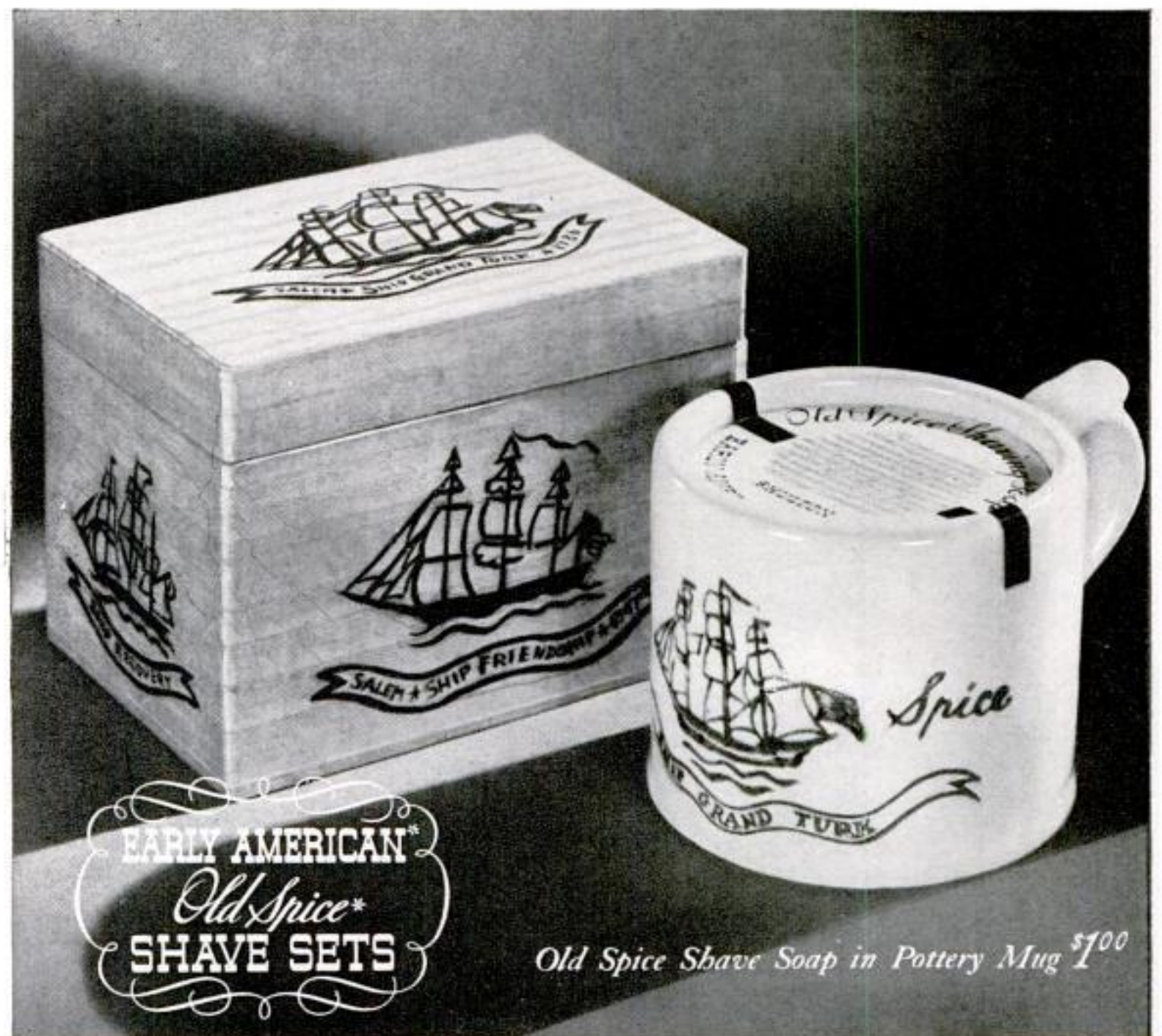
**First prize** was awarded to Florence Richbourg for a blue-velvet dress. Cost: \$10.42.



**Second prize** went to Mrs. C. C. Hudson, who made this blue-rayon dress for \$6.09.

CONTINUED ON NEXT PAGE

## Brimful of SHAVING PLEASURE



**P**EP UP your morning shave with this scientifically compounded, free-lathering shave soap. It's scented with Old Spice, that invigorating favorite of the good old days and comes to you in an old-fashioned pottery shave mug and wood veneer chest, both decorated with two-color reproductions of famous Early American trading ships. Other Old Spice shaving accessories in matching pottery containers are sold individually, or in combination sets up to \$5.00.



Contains Shave Mug, filled with Old Spice Shave Soap, and Old Spice After-Shave Lotion . . . . . **\$2**



Contains Old Spice Shave Soap (in pottery mug), Talc and After-Shave Lotion . . . . . **\$2.75**

\*Trade Mark applied for by SHULTON, INC., DEPT. L, ROCKEFELLER CENTER, 630 FIFTH AVENUE, NEW YORK



# 7 SECOND MYSTERY STORY



"PEGGY'S ON THE GO ALL DAY LONG  
...YET ALWAYS SEEMS SO RESTED.  
HOW DOES SHE DO IT?"



HERE'S HOW she does it. She's learned the secret many busy people know—this famous Beech-Nut Peppermint Gum. Carry a package around with you. You'll always find it refreshing and restful.



TRY ALL 6 OF OUR DELICIOUS FLAVORS and see which you like the best. Besides the popular Peppermint, there are Beech-Nut Spearmint, Oralgum and three flavors of Beechies—Peppermint, Spearmint and Pepsin.

## Home sewing (continued)



Fourth prize went to Mrs. James Moore for checked bolero suit that cost \$6.84.



Seventh prize went to Mrs. John Smith for a wool and satin suit. Cost: \$7.57.



Twenty-third prize was given to Isabelle Richardson for plaid suit. Cost: \$9.22.



Great applause greeted 203-lb. Mrs. C. A. Smith for her dress's slimming lines.



This is the dress made by Frances and modeled by Frederica Perry at contest.

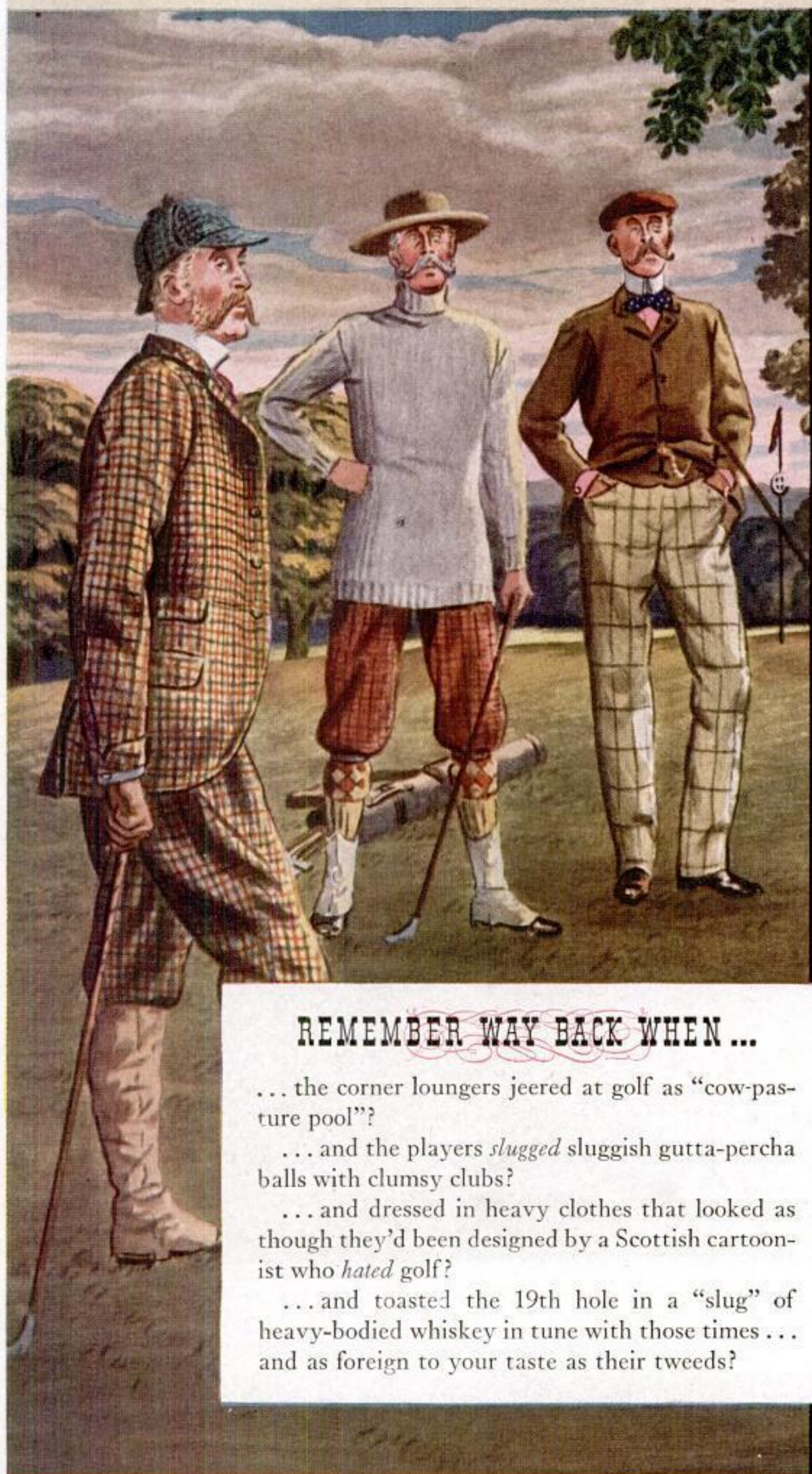


Most exotic entry was pantaloons-and-coat outfit worn by Mrs. M. F. Reese Jr.



ALONG WITH YOUR CLOTHES AND YOUR CLUBS . . .

*Your TASTE, too, has changed!*



#### REMEMBER WAY BACK WHEN ...

... the corner loungers jeered at golf as "cow-pasture pool"?

... and the players *slugged* sluggish gutta-percha balls with clumsy clubs?

... and dressed in heavy clothes that looked as though they'd been designed by a Scottish cartoonist who *hated* golf?

... and toasted the 19th hole in a "slug" of heavy-bodied whiskey in tune with those times ... and as foreign to your taste as their tweeds?



#### BUT NOW, THE SCENE CHANGES...

Of course you don't remember. Times... tastes... have changed ... and now, even bottled-in-bond whiskey has changed!

Signet's the first bonded whiskey of its kind! Delicate in flavor and bouquet. Gloriously rich and ripe, yet as *light-bodied* as Scotch.

Because Signet is first *distilled* for lightness. Then it is aged in *aged* wood. It meets today's tastes as a set of matched irons meets today's brand of golf. Signal for Signet today—for a new taste thrill!

Signet . . . It's aged in *aged* wood  
*First Bonded Whiskey of its kind*

# Signet

#### Here's the Secret

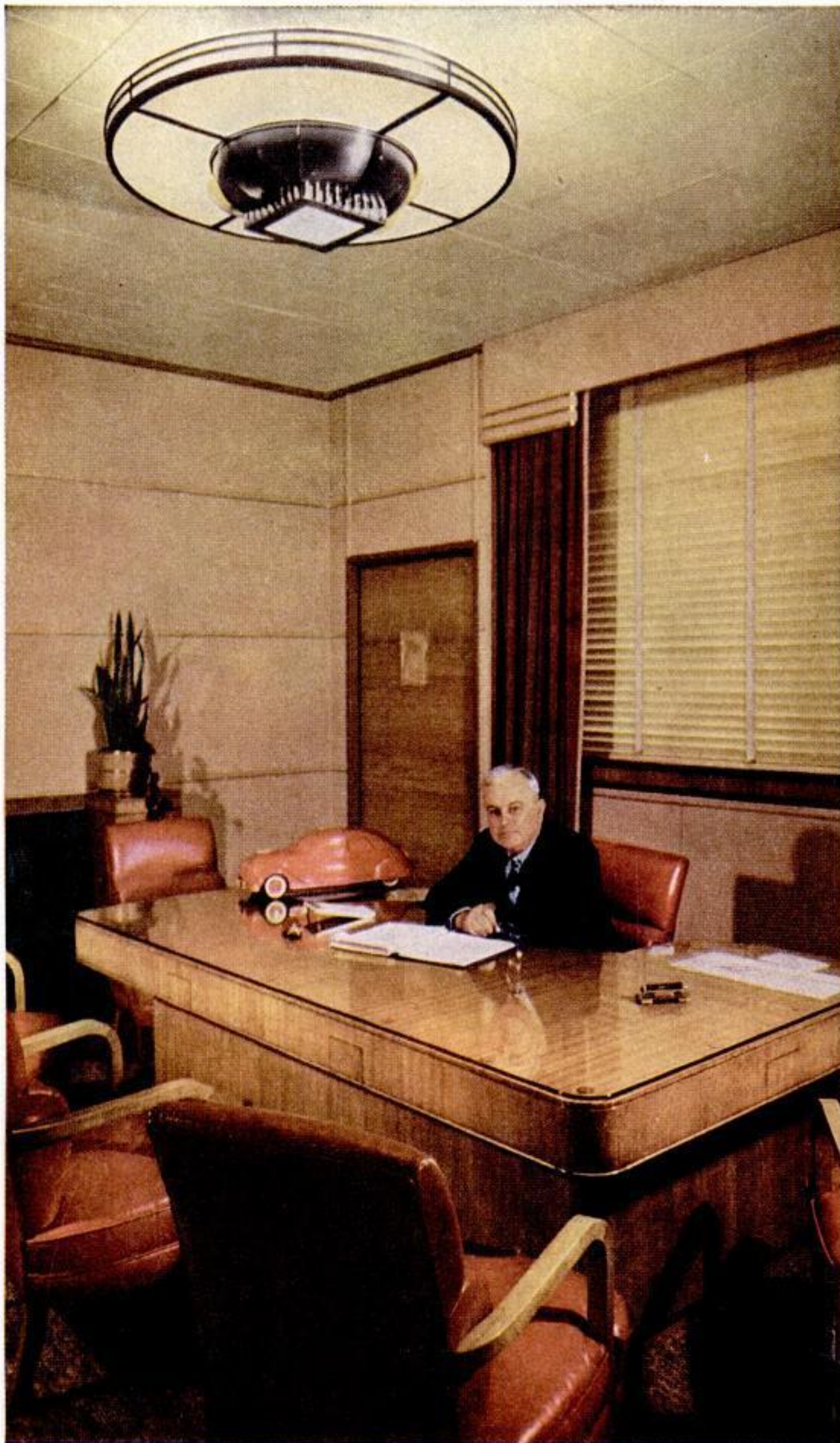
All the great liquors of the world—the finest Scotches, the noblest brandies, the proudest Canadian whiskeys, are aged as Signet is aged. For Signet is aged in casks *pre-mellowed* and *enriched* by prior use in aging other fine whiskeys in our own distillery. That's the secret of the light body, delicate flavor, "clean" bouquet. That's why Signet is the first bonded whiskey of its kind!



COPY. 1939  
HIRAM WALKER & SONS INC.  
PEORIA, ILL.

This whiskey is  
4 years old.  
100 proof





**Carl Breer of Chrysler** is an executive engineer. He and Fred Zeder and D. R. Skelton are the best known triumvirate of automobile engineers in the business. Co-workers for 20 years, they have designed all Chrysler's cars. On the desk is a model of an early "Airflow."



**K. T. Keller of Chrysler**, president of the corporation, and Fred Zeder, vice-president in charge of engineering (right) have conference on car colors. On desk are color chart, brochures and a candlestick inscribed: "How far that little candle throws his beams!" (Shakespeare).



**Earl Harley of General Motors** (left), director of G.M.'s car styling, works with an assistant over a clay model of an automobile hood planned for some time in the future. All autos are modeled first in clay quarter-size, then in clay full-size, and finally completely in wood.



**William Stout of Stout Engineering Laboratories** shows off his "Scarab" car in front of Henry Ford's Dearborn Inn. The radical custom-made "Scarab" has its engine in the rear, teardrop streamlining, no running board, wide metal bumper band running around car.



# DETROIT

## It changed the world's pattern of life and is now the fourth city in the land

In the past few weeks, the men who sell automobiles to America have made their annual pilgrimage to Detroit to see what they would have for their customers in 1940. The auto distributors covered the city to look at the new Packards, Hudsons, Lincolns, Grahams, to see what Chrysler had, what Ford was offering, what Harley Earl had designed for General Motors. The city welcomed them with banners and feasted them at banquets.

When they had been and seen and gone back home, the new cars were presented to the public. What the public thinks of them is all-important to Detroit, for the city and the 75-mi. radius around it manufacture four out of five of the nation's annual 4,000,000 new cars. Detroit's name and the names of its industrial giants are known all over

the world. Detroit perfected Mass Production and created the biggest bargain product on any market. It sent forth across the face of the earth a thing that has made a new pattern of living for millions and millions of people. And the auto in turn has made Detroit the fourth city in America. The pictures on these pages give a quick look, an over-all glimpse of the city.

Old as U. S. cities go, Detroit is a restive, anxious, dynamic place, so tightly geared into industry that it has become the biggest purely industrial metropolis in the country. Though autos are its life, they are not its whole existence. Detroiters, who are delighted whenever they discover that their city is biggest in anything, brag that their city leads the world in making adding machines, cigars, electric irons, freight

cars, garment hangers, stoves, gasoline torches, medicines. Extremely sensitive to general business conditions, Detroit's banks were the first big ones to collapse in 1933. In the dark period that followed, Detroit heard talk of revolution. In the sit-down era, the workers effected a small revolution by bringing unions into open-shop Detroit. In 1937, the auto industry led the country out of depression. In 1938, sales slumped, have come back this year. Now the men of Detroit, like those opposite and below, are wondering what to expect for 1940. Looking across the Detroit River to a country at war, they realize that if the war should come to America Detroit's super mass-production plant would become, in this age of mechanized battle, the backbone of the nation. But their unanimous hope is for peace and boom times.



The big men of Detroit eat, drink, play and talk business at the Detroit Athletic Club: here are eight. At the piano is Franco Ghione, conductor of the Detroit Symphony Orchestra. Left to right are: Charles A. Hughes, Club secretary; Walter S. McLucas, president of Na-

tional Bank of Detroit; M. C. Callahan, real-estate and insurance bigwig; Dr. Wilhelm R. Valentiner, director of the Detroit Institute of Arts; Carl Breer of Chrysler; John A. Fry, president of Detroit-Michigan Stove Co.; William S. Knudsen, president of General Motors.



# It is a sprawling metropolis lying on the edge of a river

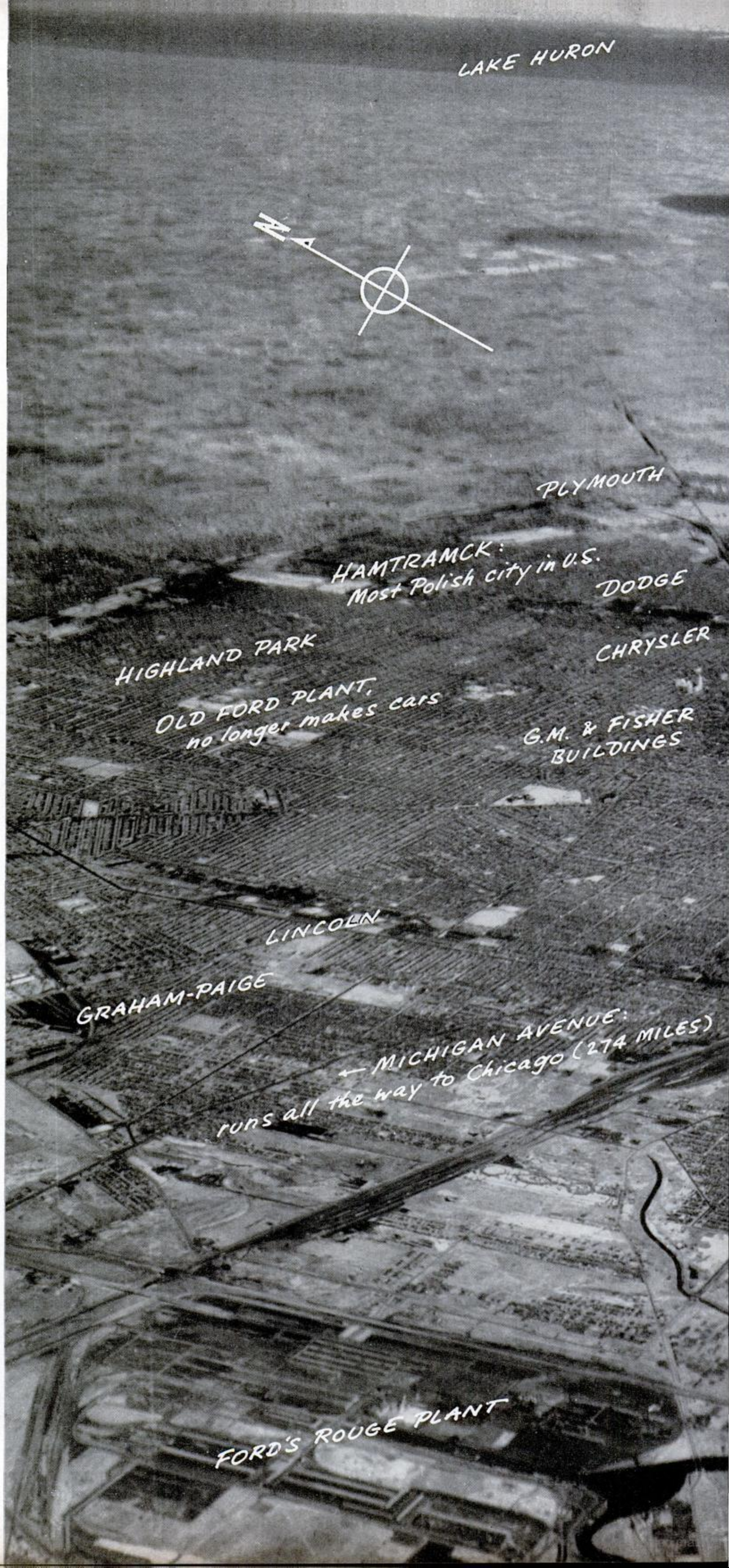
**D**irections in Detroit are very confusing. Instead of being south of Canada, Detroit is north of it. The Detroit River, passing the city, flows west toward Lake Erie. The city itself lies on a flat, clay-and-sand plain which runs back from the river for 30 miles before it is broken up by the first ridges of the lower-Michigan peninsula. It has spread out over the plain like an amoeba, wrapping itself completely around the two self-governed municipalities of Hamtramck and Highland Park. In its area live 1,650,000 people, most of them in one- and two-family dwellings which stretch for miles along Detroit's unending streets.

In this superb air view, taken from 3½ miles up, the city lies like a map. In the upper left corner is Lake Huron, 60 miles away, connected to Detroit by the St. Clair River which empties through a many-channeled delta into Lake St. Clair. On the lower left side, the city runs clear out of the picture. In the right-hand section, also bulging out of the picture at bottom, is a heavy industrial quarter of the metropolis. Detroit runs for ten miles along the Detroit River, about a mile wide. Across the river is Windsor, Ontario, which Canadian branches of American auto companies have built into the biggest auto center of the British Empire. Back and forth over and under the river every day go one of the biggest bands of international commuters in the country. Michigan Central trains and American Airlines planes from the East come into Detroit over Canada.

The main business section is congested downtown around Woodward Avenue. But in recent years there has been a tendency in Detroit toward decentralization. On the fringes of the town, small plants have been located with workers' colonies around them, some with subsistence gardens. Instead of having one business center, the city now has half a dozen, well out from the downtown area. Like Hollywood, which scatters its studios, Detroit has auto plants scattered all over the place. So curiously has Detroit grown that its residential sections are all mixed up. In many places, the high-grade residential districts lie like islands surrounded by low-grade frame houses where factory hands live.



VEHICULAR TUNNEL RUNS UNDER RIVER TO WINDSOR







CANADA

ST. CLAIR RIVER

ANCHOR BAY

LAKE ST. CLAIR:  
beautiful sailing but treacherous

GROSSE POINTE:  
the very rich live here

CHRYSLER  
CONTINENTAL MOTORS  
HUDSON

BELLE ISLE:  
Favorite picnic  
and beauty spot

PACKARD

← WOODWARD AVENUE →

INDIAN VILLAGE  
well-to-do live here

MAIN DOWNTOWN  
BUSINESS SECTION

PARKE, DAVIS

TUNNEL TO CANADA

BRIGGS STADIUM:  
baseball

CITY HALL

WINDSOR, ONTARIO

CADILLAC

AMBASSADOR BRIDGE

DETROIT RIVER

TO LAKE ERIE

RIVER ROUGE





## A river gave the city a name, and industry gave it a history

**H**ere in this picture is what gave Detroit its name and its reason for being. This is the Detroit River with the big lake freighters steaming in from Lake St. Clair. The early French explorers crossing the river called it *d'etroit*, meaning "the strait." Cadillac located the city on the river because it gave access to the water highways of the Great Lakes. Today, the river is the busiest waterway in the world.

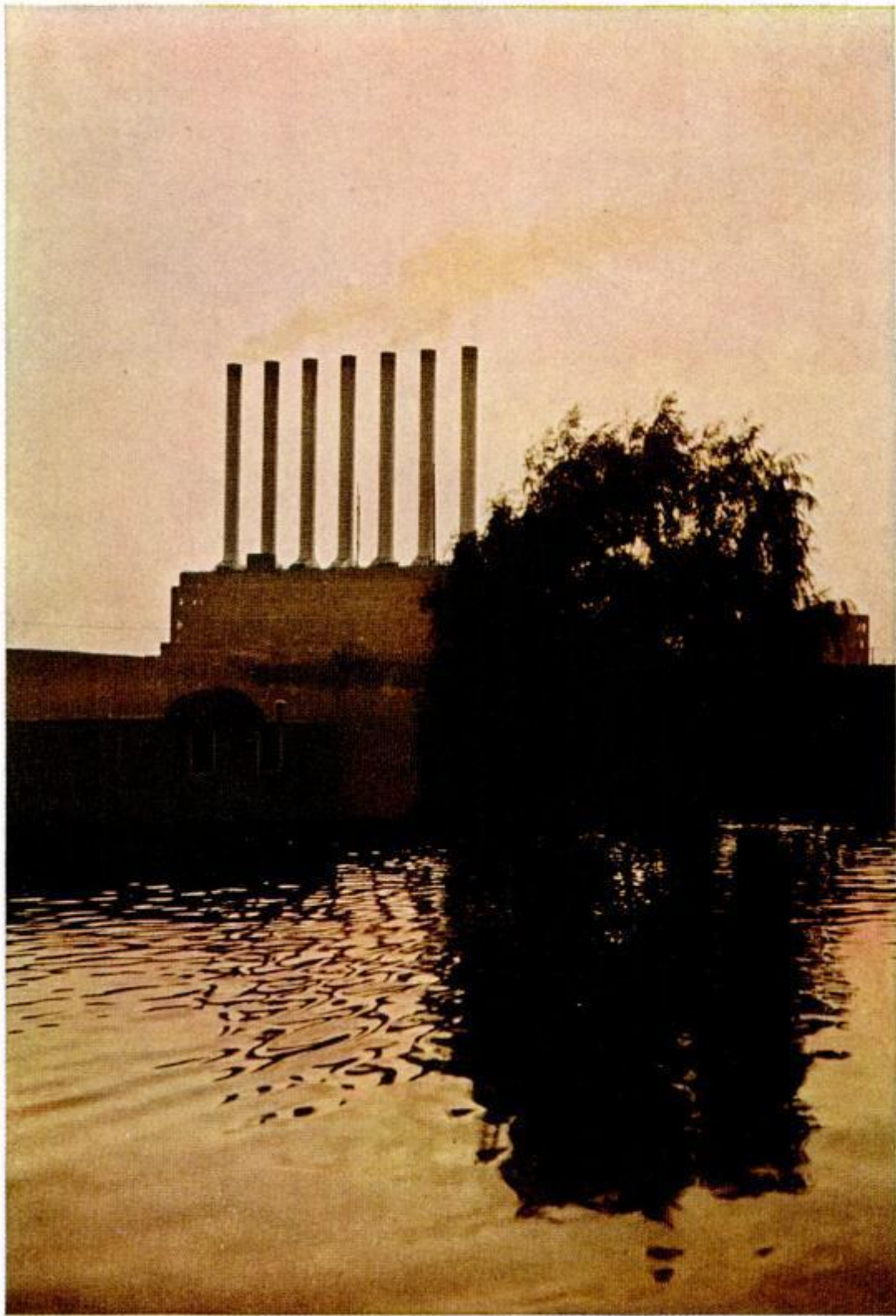
Founded in 1701, Detroit is the oldest city west of the original colonies. It was French at first. Then the British took it, gave it to the U. S. after the Revolution, took it back in 1812, quickly gave it back again. When the Erie Canal opened, the Yankees came west. Those who clustered around Detroit soon gave it the aspect and the history of a manufacturing town. Through the century Detroit became at one time or another a center for tanning, hat making, flour milling, copper smelting, ship building, cigar making, freight-car building. It was quick to adopt a profitable new industry, quick to drop any that slumped.

Detroit became an automobile center for reasons mainly of man's making rather than nature's. Four great auto pioneers did their early work in Michigan: Ford, Olds, the two Dodge brothers. When they

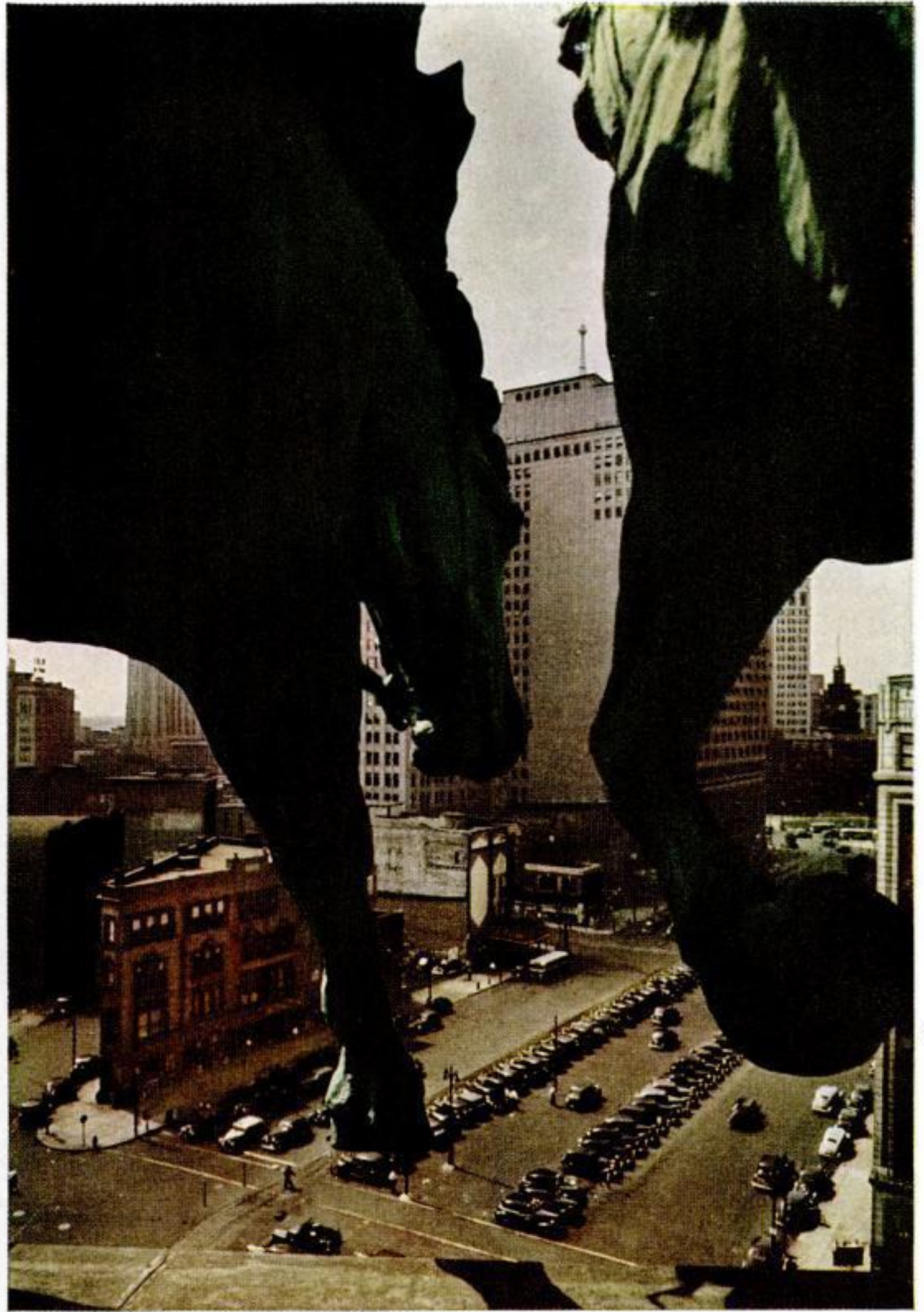
needed capital, speculative Detroit was readier with cash than the skeptical East was. Long a manufacturing town, Detroit knew how to run machines when the auto makers needed them. When production lines brought a need for unskilled workers, Detroit quickly drained men from the farm areas around it. Geography helped Detroit hold its virtual monopoly of the great new industry. The city lies midway between the iron ore of northern Minnesota and the coal from the Eastern fields, and its strategic location on the continent makes it a good shipping point by water, rail or highway. A quiet metropolis of 285,000 in 1900, Detroit became a city of almost 1,000,000 in 1920, of 1,500,000 in 1930. Canadians, Poles, Germans, Italians flowed in. From the South came hordes of hillbillies who made fine factory hands and very belligerent strikers.

Today, third-rate bus companies are again dumping hopeful men at the city gates, lured by stories of high wages and offers of cut-rate fares. But though Detroit still clamors for bigness, some serious-minded Detroiters feel that the city has not fully digested its present population, that it ought to grapple further with the problems of unemployment and periodic auto layoffs before trying to get any larger.





**"The Seven Sisters,"** tall stacks of the Connors Creek Power Plant of the Detroit Edison Co., are landmarks for amateur sailors on the Detroit River and Lake St. Claire.



**Bronze horses** on Wayne County Building look down on city whose industry displaced the horse. Below them: parking lot in Cadillac Square. Across: First National Bank Building.



**Downtown Detroit** runs along the Detroit River, which carries more tonnage than any other river in the world. Here

the camera points down wide Woodward Avenue, across to Windsor, Ont., which surprisingly is south, not north,

of Detroit. The massive pyramided structure in the left center is the Penobscot Building, city's largest skyscraper.

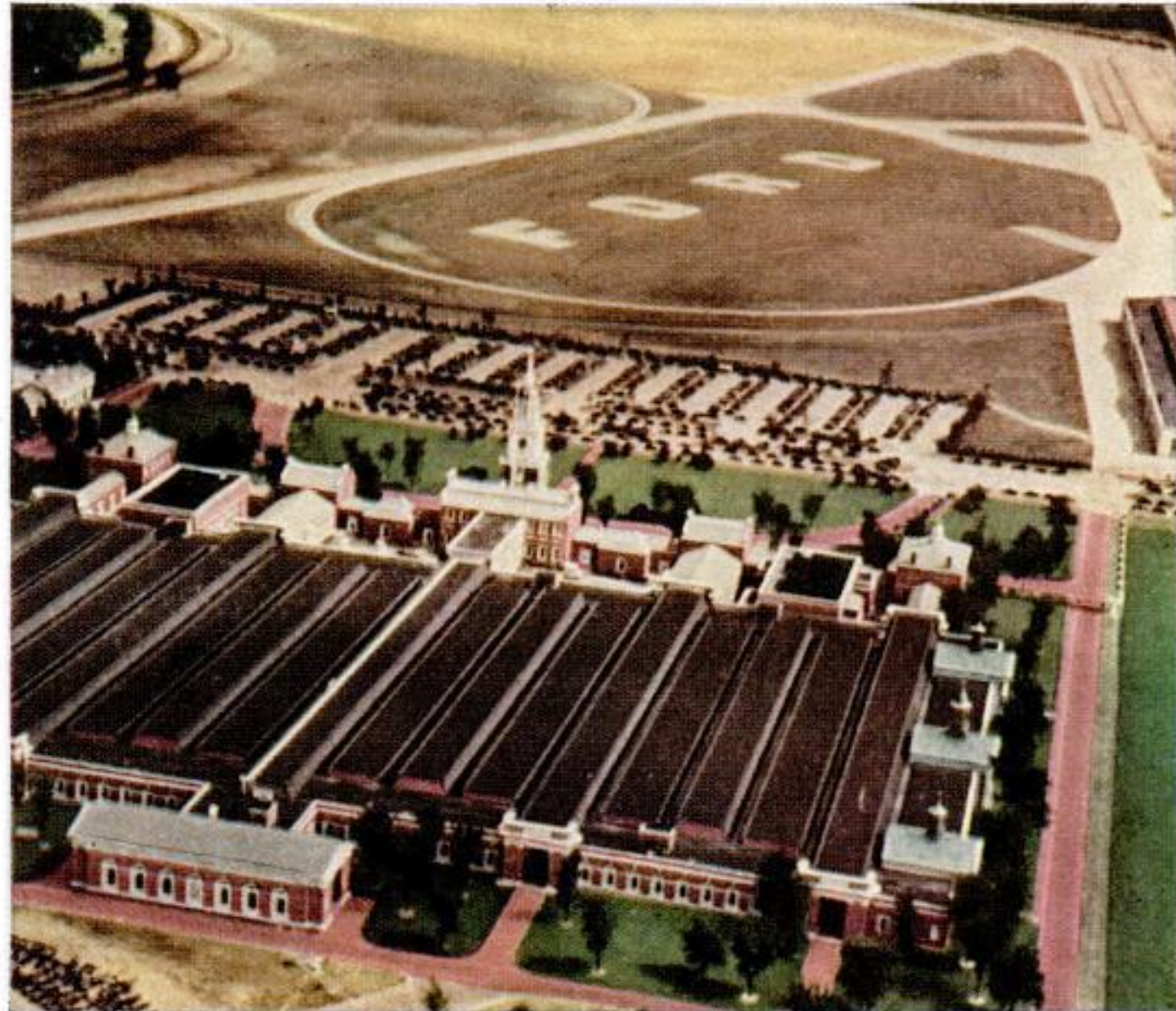
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## DETROIT (continued)



**The Ford Rotunda** in Dearborn, which lies to the west of Detroit, is a replica of the Ford Building at the Chicago 1933 World's Fair. It is used as a Ford museum and show place.



**Greenfield Village** in Dearborn, Henry Ford's reconstruction of America's past, lies just in front of Ford's modern airport. In center of picture is the replica of Independence Hall.



**The center of Henry Ford's empire**, the gigantic River Rouge plant, is on the eastern edge of Detroit. Under its smoke lie steel mills, fabrication plants and huge assembly lines.



**The nerve centers of General Motors** are in these three buildings: General Motors Building in the foreground, Fisher Building across the street, New Center Building behind it.

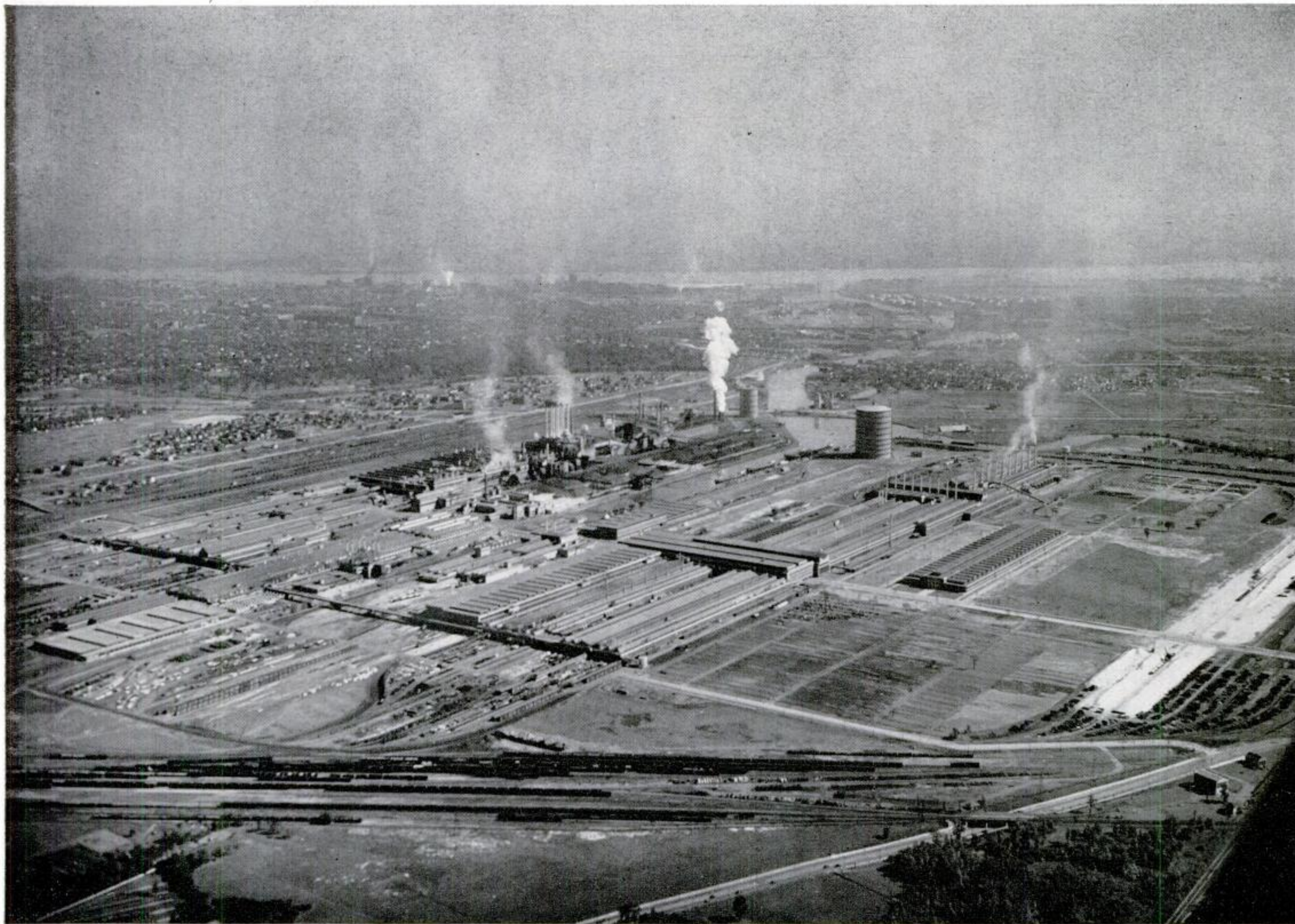


**Father Coughlin's headquarters** are in Royal Oak, north of Detroit. The octagonal building in the lower center is the Shrine of the Little Flower. In front of it is Crucifixion Tower.



**The residences of the rich** are at Grayhaven on the Detroit River. Millionaires who live here bring their speedboats right up to their front doors along the canals they have dug.





**The biggest industrial unit in the world** was built by Henry Ford on River Rouge, which winds in from the Detroit River, shown at top of this picture. To make his compact little car, Henry Ford put together a plant which spreads over 1,100 acres and can manufacture virtually everything that goes into the finished Ford. The white puff in the center above comes from the coke ovens which are next to blast furnaces. The tall stacks at left center belong to the power plant, largest private power house in the world, which could provide enough power to

light up all the homes in Detroit and Toledo. To left of power plant are 30 acres of foundry, largest foundry in the world, and, next to these, the quarter of a mile long motor-assembly building, world's No. 1 shrine of Mass Production. Also at the Rouge are a cement plant, tire-making plant, paper mill, glass-making factory and a 92-mi.-long railway system. The whole Rouge unit uses as much water as inhabitants of Detroit, Cincinnati, Washington combined. To keep these factories clean, 5,000 mops and 3,000 brooms are worn out every month.



**The Fisher Building** is where the body-building brothers have their headquarters. Through the expensive marble, bronze and onyx main corridor, the office workers pour in droves at 9 a.m., at noon, at 5 p.m. One out of every five working Detroiters is an office worker.



**At Cranbrook** is Detroit's most famous artist, Carl Milles, Swedish sculptor, who teaches at the Cranbrook Academy of Art. His statues decorate the grounds of the famous Cranbrook Foundation. This is a replica of his great Orpheus fountain, whose original is in Stockholm.





## The auto city's autos jam its parking lots

Almost half of Detroit rides to work in autos. As a result Detroit probably has more parking lots than any other big city in the world. Even in this the downtown section, there is a parking lot on almost every block and the sun glistens from the tops of mile upon mile of parked cars. Visible in this photograph are more than 1,200 autos. But Detroit was not designed for the motor age. Its radial-street plan funnels traffic into a few main thoroughfares. At 5:15 p.m. you can almost hop across a street on the tops

of the cars frozen in the traffic tie-up. Many commuters do not try to get downtown, park their cars halfway in and ride down by bus.

This photograph looks west along the Detroit River. Speeding out from shore toward the freighter in mid-stream is the U. S. mail boat which delivers mail to ships in transit. Spanning the river to Canada is the Ambassador Bridge which, according to superlative-minded Detroiters, is "the longest single-span bridge in the world joining two countries."



# DIAMOND T announces the first and only trucks in the world *Guaranteed* for 100,000 miles or a full year

FROM now on, every Diamond T Super-Service Truck carries a factory warranty which differs in one respect only from the standard warranty of the industry—it is effective for four times as many months, or twenty times as many miles.

The reasons for this guarantee are more important than the guarantee itself. They result from 35 years of continuous devotion to one ideal of excellence by the founders of this company.

#### Built for Longer Life

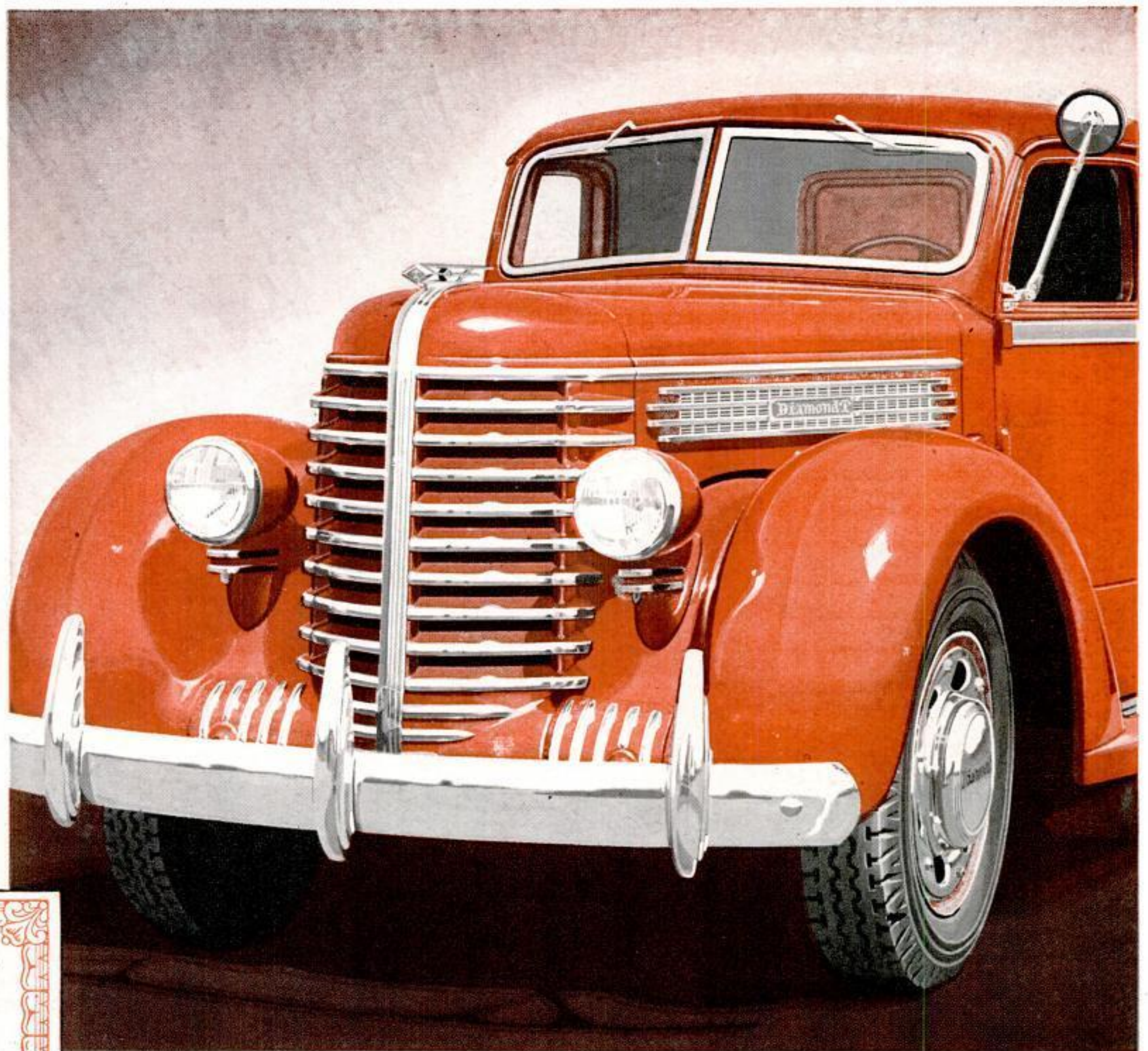
First is the *Diamond T Super-Service Engine*. Its stabilized block of hard electric furnace alloy iron wears enormously longer than common "grey" iron. Its massive 7-bearing counterbalanced crankshaft vastly reduces bearing loads. Electric-hardened journals are almost wear-proof. Bearings are of cadmium-nickel instead of babbitt—withstand 100° more heat. In addition, engine heat is safely controlled by full-depth cooling.

Similarly, every part of the entire truck is of most advanced design. *And in every model, the units employed in Diamond T Trucks provide generous extra capacity.*

#### Priced for Lowest Costs

This explains the almost incredible records your Diamond T dealer will show you in the big photographic "Book of Evidence"—records of hundreds of thousands of miles, with negligible maintenance costs!

*You pay no premium for this extra quality, nor for the guarantee. Diamond T Super-Service Trucks are low in price as well as lowest in final cost. Call your Diamond T dealer, or write for "The Key to Lower Truck Costs."*



#### THE DIAMOND T WARRANTY

*protects you for  
4 times as long or  
20 times as far  
as the standard warranty  
of the motor truck industry*

# DIAMOND T

DIAMOND T MOTOR CAR COMPANY, CHICAGO  
ESTABLISHED 1905



# It is proud of itself and the cars it makes

**D**etroit is a big businessman's city and its biggest business is automobiles. But none of the four eminent Detroiters below make autos. One of them used to. Another designs factories in which they are built. The other two are big businessmen who serve science and literature. Except for Eddie Guest, the average Detroiters knows them far less well than he does the auto makers.

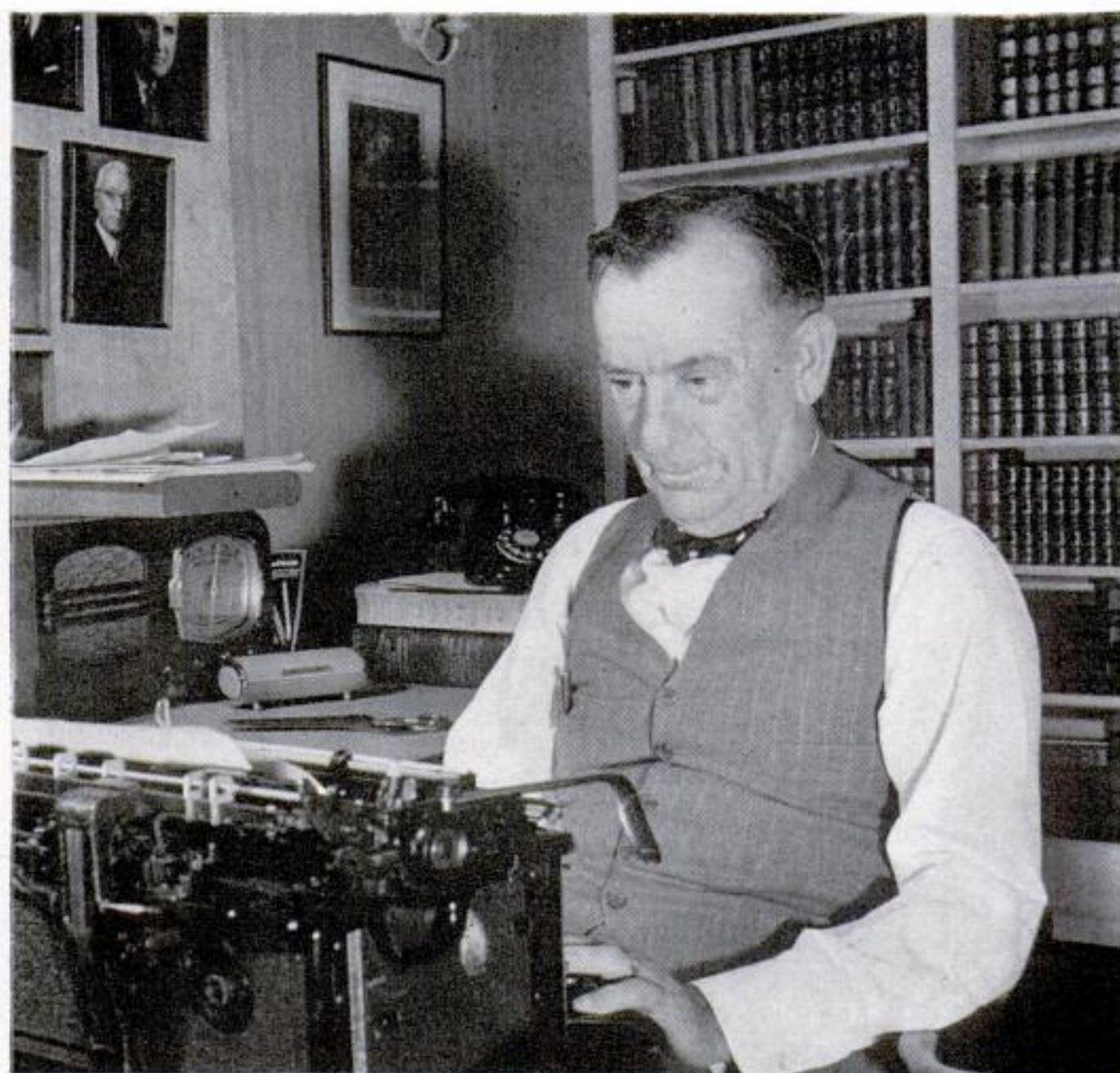
The average Detroiters either builds automobiles himself or depends on them for his living. Half of Detroit works in factories. Half of the factory workers are employed by automobile plants. The De-

troiter begins to drive a car at an early age, can get a license when he is 14 years old and is not a particularly careful driver. His average family consists of four people and there is one auto for every 4.2 Detroiters—not quite one for each family.

The plain man in Detroit is proud of the auto and proud of his city. He can scarcely wait for the day when it will pass Philadelphia in population and become America's third city. He is proud of the fact that Joe Louis is a Detroiters, that Ray Kelly, American Legion Commander, is a Detroiters, that Patricia Mary Donnelly of Detroit is Miss America 1939.



**Albert Kahn** is the architect of the automobile industry. He has designed Packard's buildings for 35 years, Ford's for 30, Chrysler's for a dozen years, has planned more than 125 buildings for General Motors. In his long career, he has laid out more than \$800,000,000 worth of factories, ranks as the No. 1 U. S. industrial architect. He shocks fellow architects by saying: "Architecture is 90% business and 10% art."



**Edgar A. Guest**, probably the only professional poet who ever earned \$125,000 a year, has written a daily poem for the *Detroit Free Press* for 28 years, is syndicated in some 200 newspapers. Famous for his lines about the heap of living needed to make a house a home, he has one home just off the Detroit Golf Club, another at Pointe Aux Barques. Above: he waits for his homely muse to guide his fingers on typewriter.



**Dr. A. William Lescohier** is the president of Parke, Davis & Co., world's largest maker of pharmaceutical and biological products and one of Detroit's biggest nonautomotive concerns. Dr. Lescohier is a scientist who, in a city of big business, became a big businessman himself. He was born in Detroit, took his M.D. in Detroit and made himself a reputation as a Parke, Davis researcher before becoming an executive.



**Frederick J. Haynes** belongs to the older generation of auto makers. Like others who later made autos and airplanes, he was once a bicycle mechanic, went to work for the two Dodge brothers in 1912 when that famous pair was making parts for Ford. He became head of Dodge after the brothers died, resigned in 1928 when Walter Chrysler bought the company. He is now treasurer of the Automobile Manufacturers Association.



# DON'T HIBERNATE—INSULATE★

Protect your car for winter...*now!*



★ LET US **MARFAK** YOUR CAR  
FOR EASIER RIDING THIS WINTER

Marfak is Texaco's famous 40-Point service with the lubricant that lasts twice as long as ordinary grease.

★ CHANGE TO **INSULATED OIL**  
FOR EASIER WINTER STARTING

Havoline and Texaco Motor Oil protect your engine thoroughly, because they are insulated and will flow at sub-zero temperatures.

★ USE **TEXACO GEAR LUBRICANTS** FOR EASY  
SHIFTING THIS WINTER

Texaco gear lubricants are especially made for winter protection of your transmission and differential.

GO TO THE NEAREST **TEXACO DEALER** AND GET THIS  
SUPERIOR WINTER PROTECTION  
FOR YOUR CAR.

## TEXACO DEALERS

TEXACO DEALERS INVITE YOU TO tune in the TEXACO STAR THEATRE—a full hour of all-star entertainment—  
Every Wednesday night—Columbia Network—9:00 E.S.T., 8:00 C.S.T., 7:00 M.S.T., 6:00 P.S.T.



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Company



# Ordered for nearly a century *in the world's most famous hotels*



## GILBEY'S *the GIN that made the Martini famous*

Step into the bar of any of the world's great hotels and see what happens when you order a Martini. It makes no difference where you go . . . from the Savoy in London all the way to Phair's Hotel in Melbourne on the other side of the earth . . . the chances are always very, very good that they'll make your Martini with Gilbey's Gin! For nearly a century, you see, Gilbey's

has ranked as one of the world's *great*, international gins.

For nearly a century, men who know fine liquors, have known the way to reach *perfection* in a Martini is to reach *first* for the Gilbey's bottle! And so when you order a Martini here at home, why not follow the world's example and *insist* on the same superlative quality that won the Martini international fame!

THE "INTERNATIONAL GIN" DISTILLED BY GILBEY IN THE UNITED STATES — AS WELL AS IN . . ENGLAND . . AUSTRALIA . . CANADA

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YOUR GUIDETO



GOOD LIQUORS

Gilbey's Gin—90 Proof—made from 100% grain neutral spirits





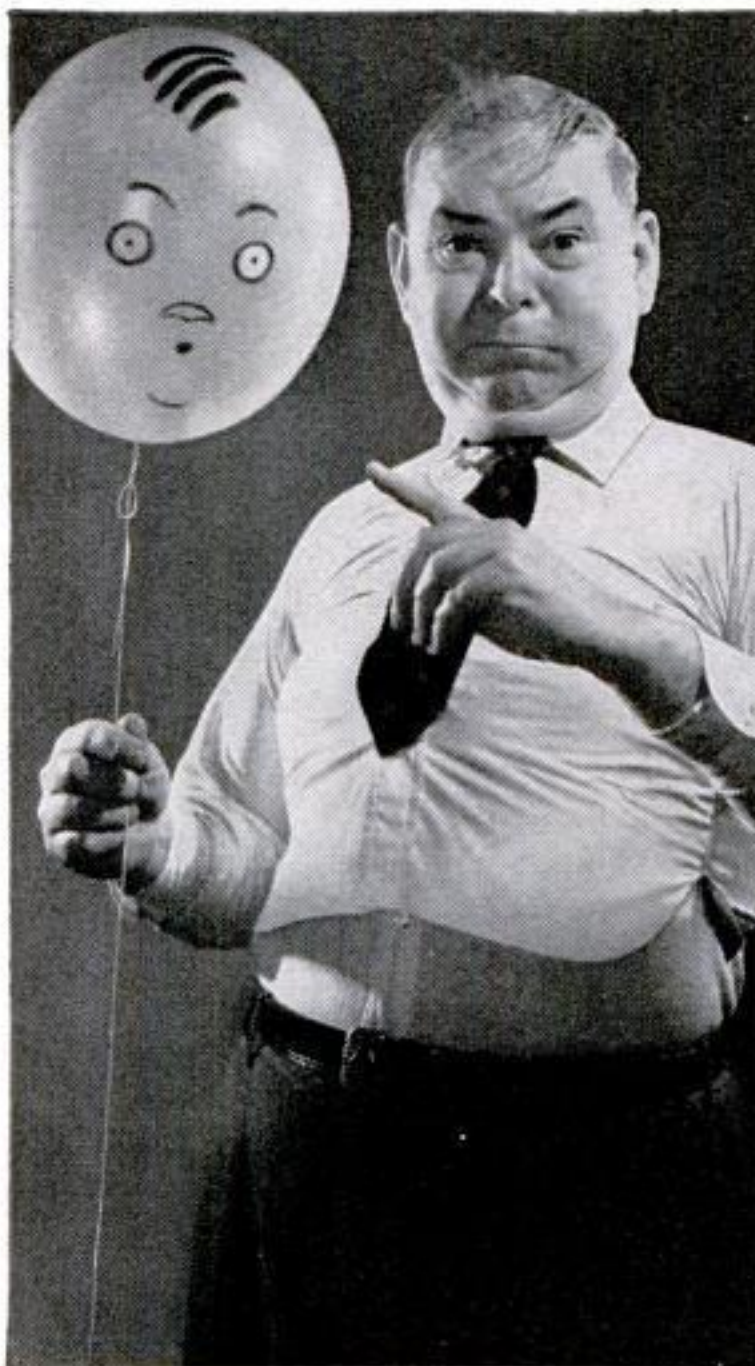
The world's biggest crucifix is the distinction claimed by Father Coughlin for his Crucifixion Tower. His office is on the sixth floor. Detroit loves superlatives and wags used to claim that it had the biggest little theater, deepest sunken garden, etc.



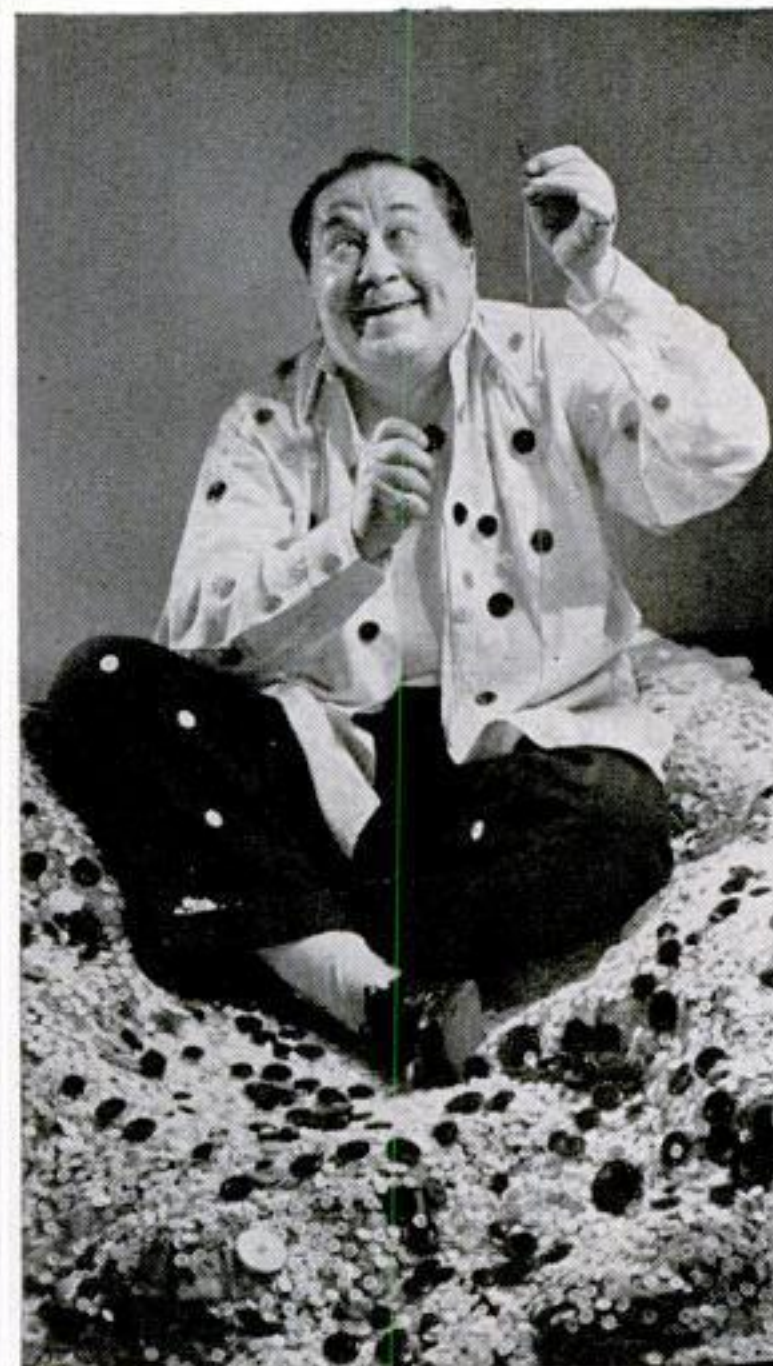
Unfinished Elks Club gazes over Detroit River. Next to it is Detroit Towers, one of city's better apartments. Started in boom days, Elks' building ran smack into the Crash, was abandoned. Detroit optimists hope it will be finished some day.

CONTINUED ON NEXT PAGE

## 3 sad victims of Shirt-o-mania



**CASE 1** Mad as a loon from collars that shrank so much they choked him pop-eyed. Could have been saved by Arrow Shirts, whose fabric is Sanforized and doesn't shrink even 1%!



**CASE 2** got ga-ga from sewing buttons on his shirts. Buttons! Buttons! Gosh, if he'd only known about Arrow's patented anchored buttons: they baffle the sturdiest laundress in town!



**CASE 3** thinks he's a Roman senator. Wears a tunic. Got that way from "bunchy" shirts. Poor fellow, he should have known *Arrows* are cut the way men are built: curved waist, tapered arms.



**NO FOOL** is the man who wears an Arrow DART shirt. This perfectly tailored Arrow has a collar that looks starched but isn't—and wears fabulously! Get it at your Arrow dealer's. \$2.25.

## ARROW SHIRTS

Made by Cluett, Peabody & Co., Inc.

*Sanforized-Shrunk—a new shirt free if one ever shrinks out of fit*





## Heartbreakers

Singing about these bub-bub-a-bub-beauties of bedtimers! Smooth on your skin as a crooner is on your ears. Decked out with tender little frills...designed with plenty of oomph. And knitted of fine, soft cotton so they keep their shape and your love up to the last. Heavenly colors...prices right down to earth!

## MUNSINGWEAR

*Fit That Lasts*

MUNSINGWEAR, INC. • MINNEAPOLIS • NEW YORK • CHICAGO

THE definite purpose of LIFE is to inform its readers of what is going on in the world today—to bring them the news which can best be told in pictures.



**YOU CAN EXPECT TO FIND WRINKLES IN A PRUNE...**

**BUT NOT IN A SMOOTHIE WRINKLE-PROOF TIE TESTS PROVE IT!**

No better \$54 Tie in America! See the latest patterns at your dealer's.

If your dealer can't supply you Send \$3 for 6 Smoothie ties to A. SCHRETER & SONS, INC. BALTO., MD.



**55¢**

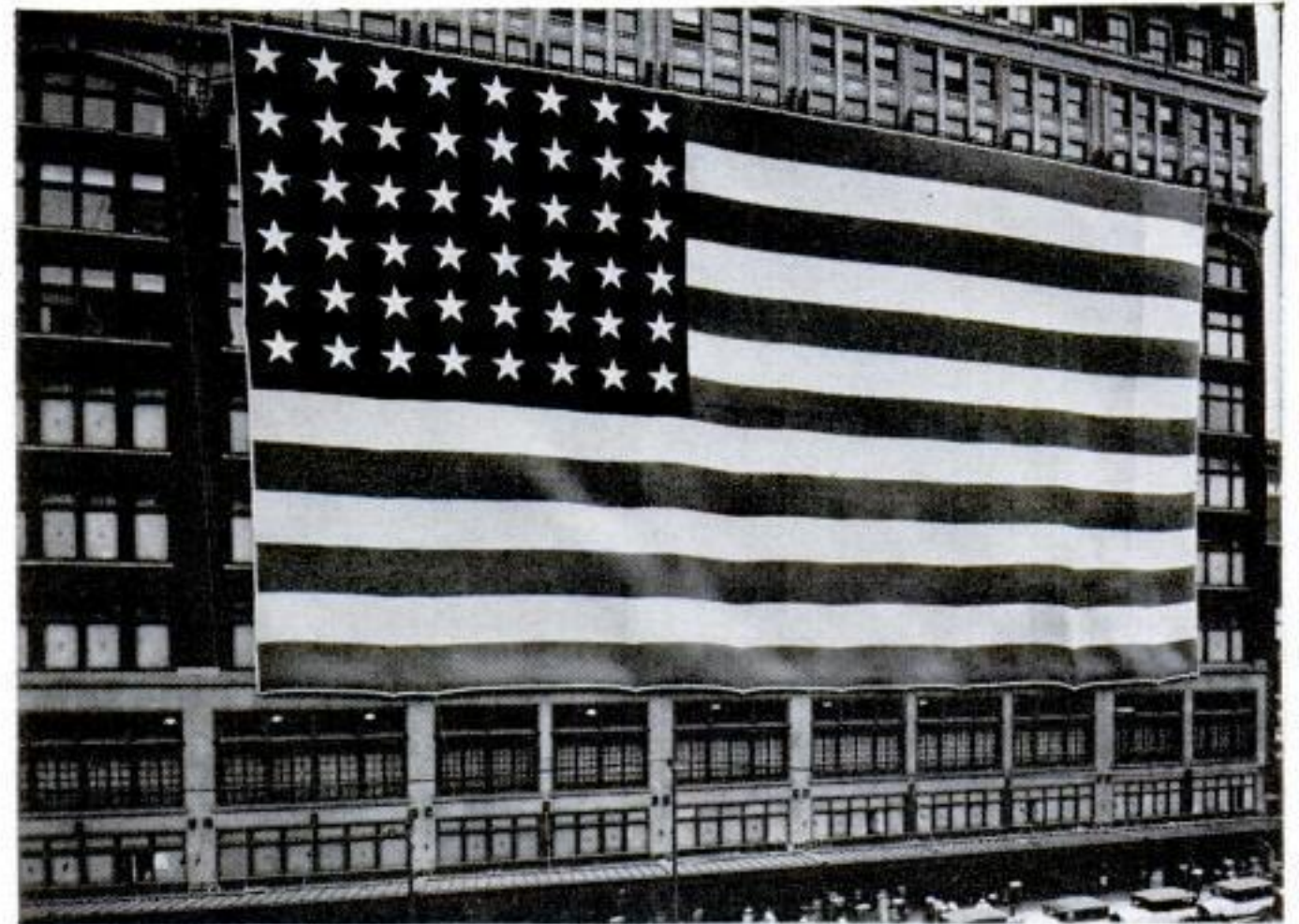
## FORTUNE WAR MAPS

**35¢ EACH**

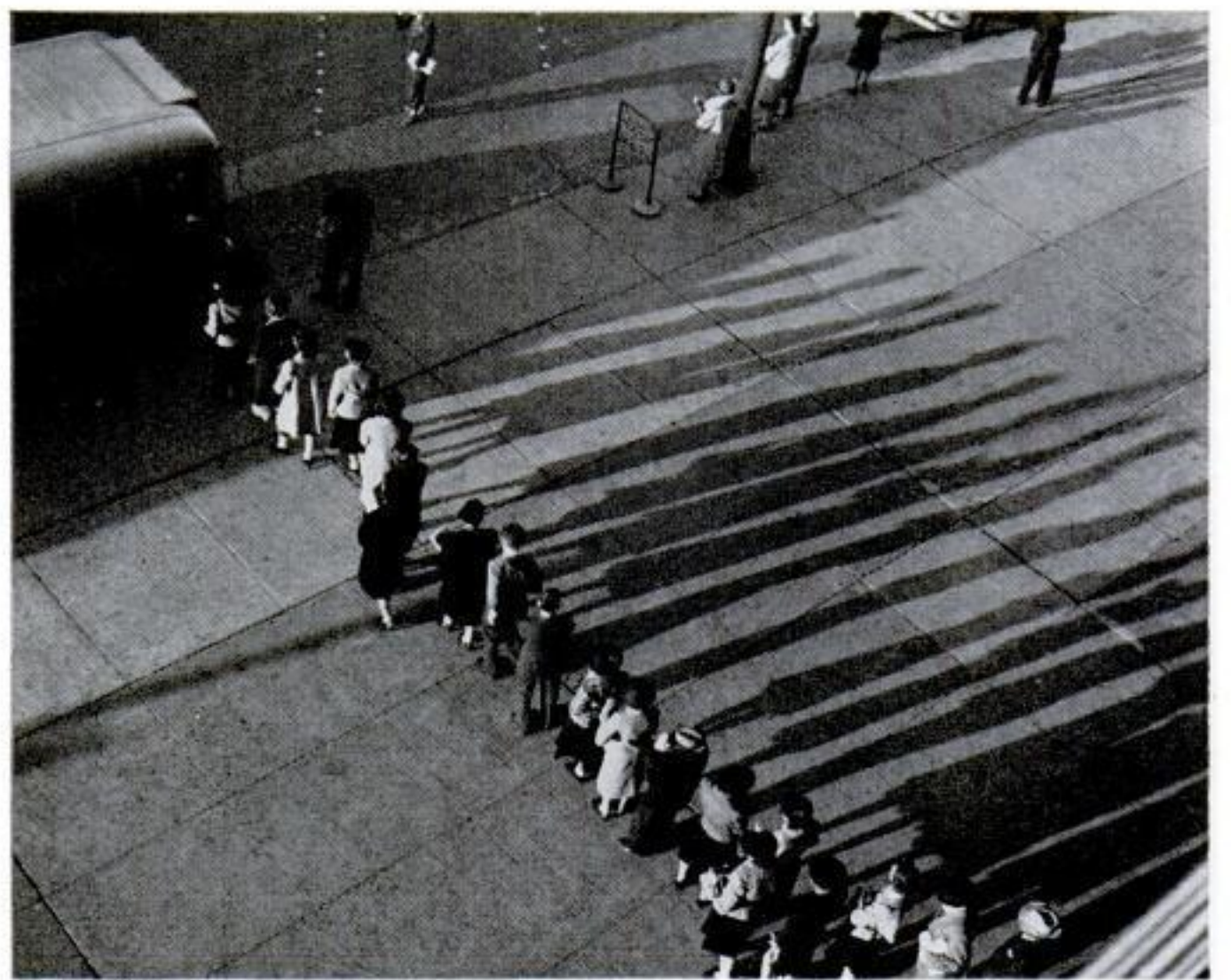
★ The theatre of war in color. With complete index to help you locate places mentioned in the news. Published and prepared by FORTUNE.

Send check, stamps, or money order for 35¢ to: Art Department, FORTUNE, Time & Life Building, N. Y. City.

## DETROIT (continued)



The biggest American flag in the world belongs to J. L. Hudson, Detroit's largest department store. The flag is six stories high, 90 ft. by 230 ft., and is made of 840 yd. of red cloth, 881 yd. of white, 260 yd. of blue. It costs \$300 just to hang it out.



Detroiters stand in line a great deal because Detroit is a very busy city and a lot of its people want to do the same thing at the same time. Here office workers line up for busses outside the General Motors building after the day's work.

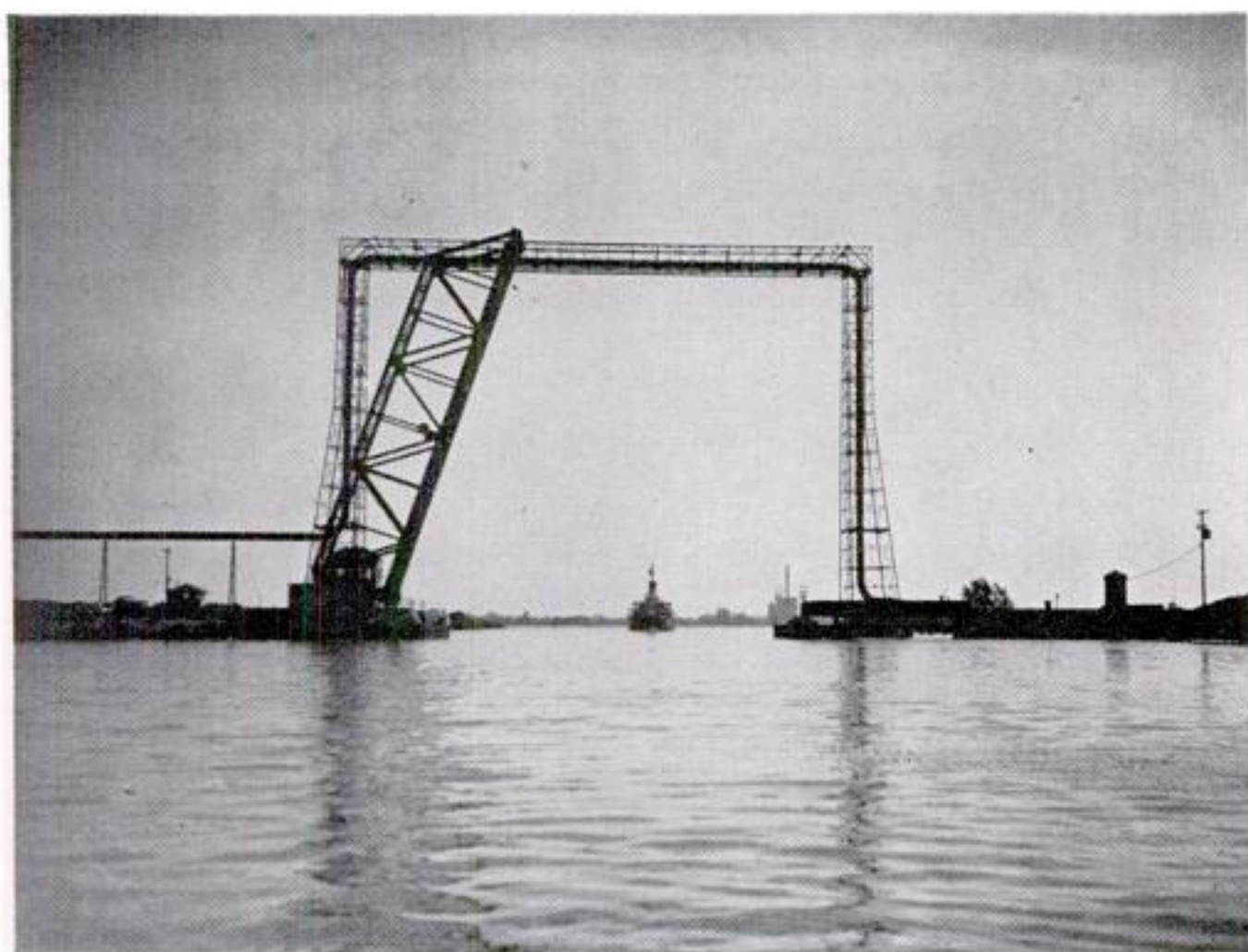


Even to eat, Detroit lines up. These are office workers, waiting patiently outside a downtown cafeteria for a chance to eat lunch. At noon, when hordes of hungry office workers are let loose, the popular eating places overflow with crowds.





The auto workers ride to work in their own automobiles. Here is the huge, close-packed parking lot outside of the Chevrolet plant. Foreign visitors to Detroit are more amazed at this sight than at anything else they see in the automobile city.



Gas mains go over water instead of under on the River Rouge. The river, once a shallow creek, has been dredged to accommodate the fleet of ships which, laden with iron ore, coal and limestone, can now bring their cargoes to doors of Ford plant.



Even police horses ride to work in a special truck which comfortably carries them from their stables to their posts. The city has a fine mounted police squad, but its most famous unit is the pistol-shooting team, national champions for five years.



## She can give you the "right number" for soothing jangled nerves

**S**ITTING at a telephone switchboard eight hours a day is far from the world's easiest job. You must be fast and accurate . . . ever on the alert. You can't lose your temper nor your poise even though you're called upon to put up with all kinds of people.

So you'll find that telephone operators, during their 20-minute rest periods and also at luncheon, usually drink coffee. And for these very good reasons—scientific reasons:

Coffee brightens the mental faculties . . . improves judgment and self-control. It takes the strain off taut nerves . . . increases physical endurance by removing

the very cause of fatigue.

So apart from the fact that there's sheer pleasure in a cup of coffee, there are excellent reasons why you should make it a part of every meal. Research shows that coffee's pleasant pick-up lasts only two hours with 97 out of 100 people.\* So you can enjoy coffee in the evening and enjoy a good night's sleep too.

\*Medical authority on request

PAN AMERICAN COFFEE BUREAU, NEW YORK CITY

### RIGHT or WRONG?

Can you score 100% in this 1-minute Coffee Quiz?

#### COFFEE SHARPENS THE MIND

Right? ☐ Wrong? ☐

For centuries, the greatest writers and scholars have turned to coffee for inspiration. And now scientific writers say that coffee sharpens the analytical faculties, increases the flow of ideas, enlivens conversation. Check "Right" above.

#### COFFEE LEAVES A "HANGOVER"

Right? ☐ Wrong? ☐

It is true that coffee is stimulating, but this stimulation lasts only two hours. And, unlike most other stimulants, coffee does not pick you up only to let you down later. Check "Wrong" above.

#### DID THE BOY FRIEND STAND YOU UP?



**CHEER UP!—What you need is another cup of coffee!**

**REMEMBER THIS:** To make good coffee, use enough—a heaping tablespoonful to each cup

Published by the Pan American coffee producers, for the benefit of the American public, the largest consumers of coffee in the world.

**BRAZIL • COLOMBIA • CUBA • EL SALVADOR • NICARAGUA • VENEZUELA**

**COFFEE CHEERS YOU UP!**





# The Amazing CHILDREN

## OF MR. EDISON'S BEST KNOWN INVENTION

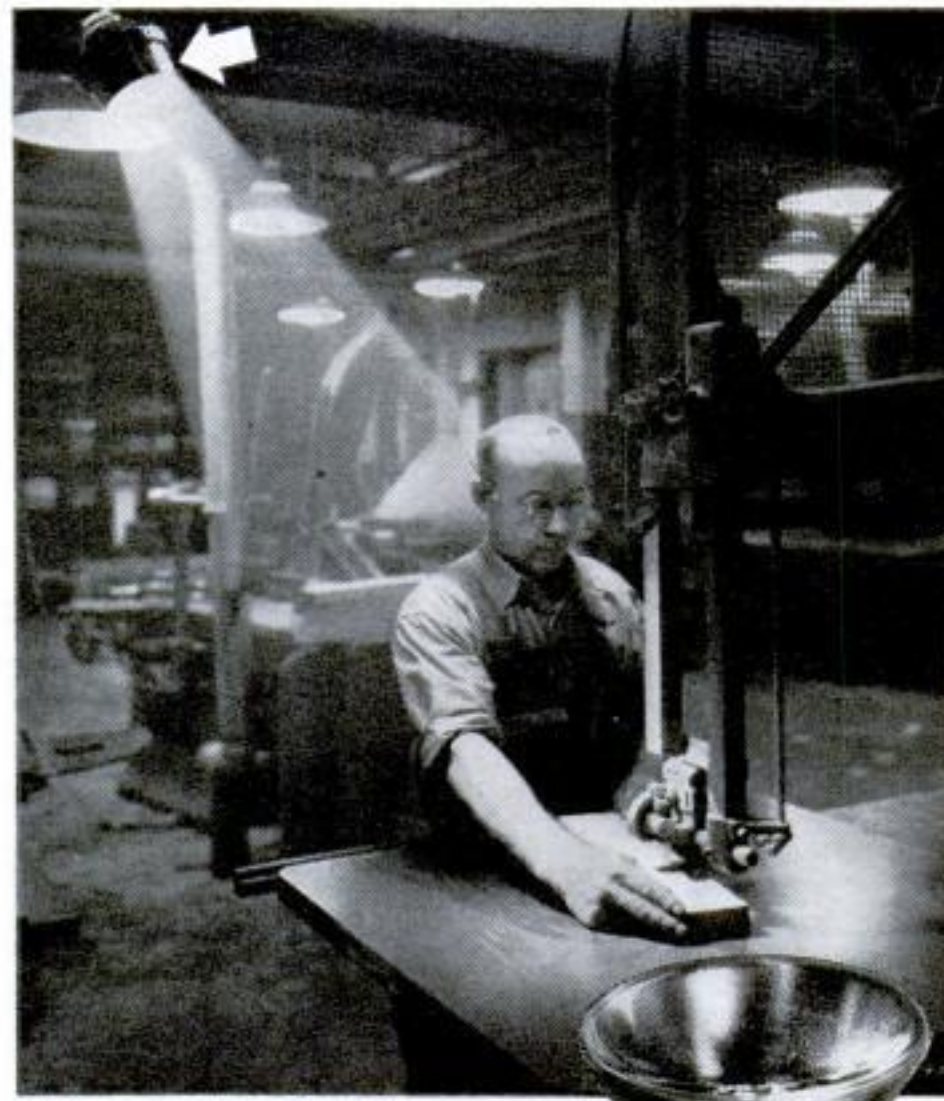
October 21, 1939 marks the 60th anniversary of Thomas A. Edison's first incandescent lamp. In 60 years, Mr. Edison's idea of getting light from a thread in a bottle has raised living standards, brought joy and comfort and easier seeing to millions. Today the descendants of Edison's first lamp are used from cottage to

mansion, from the depths of coal mines to the heights of skyways. They make night driving safer, speed the wheels of industry, protect your children's eyesight. Today a 100-watt G-E MAZDA lamp gives many times more light, costs only a tenth as much as Edison's first lamp. A penny or two lights one all evening.

**SEE HOW THESE NEW LAMPS PLAY A PART IN YOUR LIFE!**



**SEALED BEAM** headlighting means safer night driving. Lens, reflector and light source in one sealed unit... gives more light, lasts longer. You can see farther, better, faster at night than ever before.



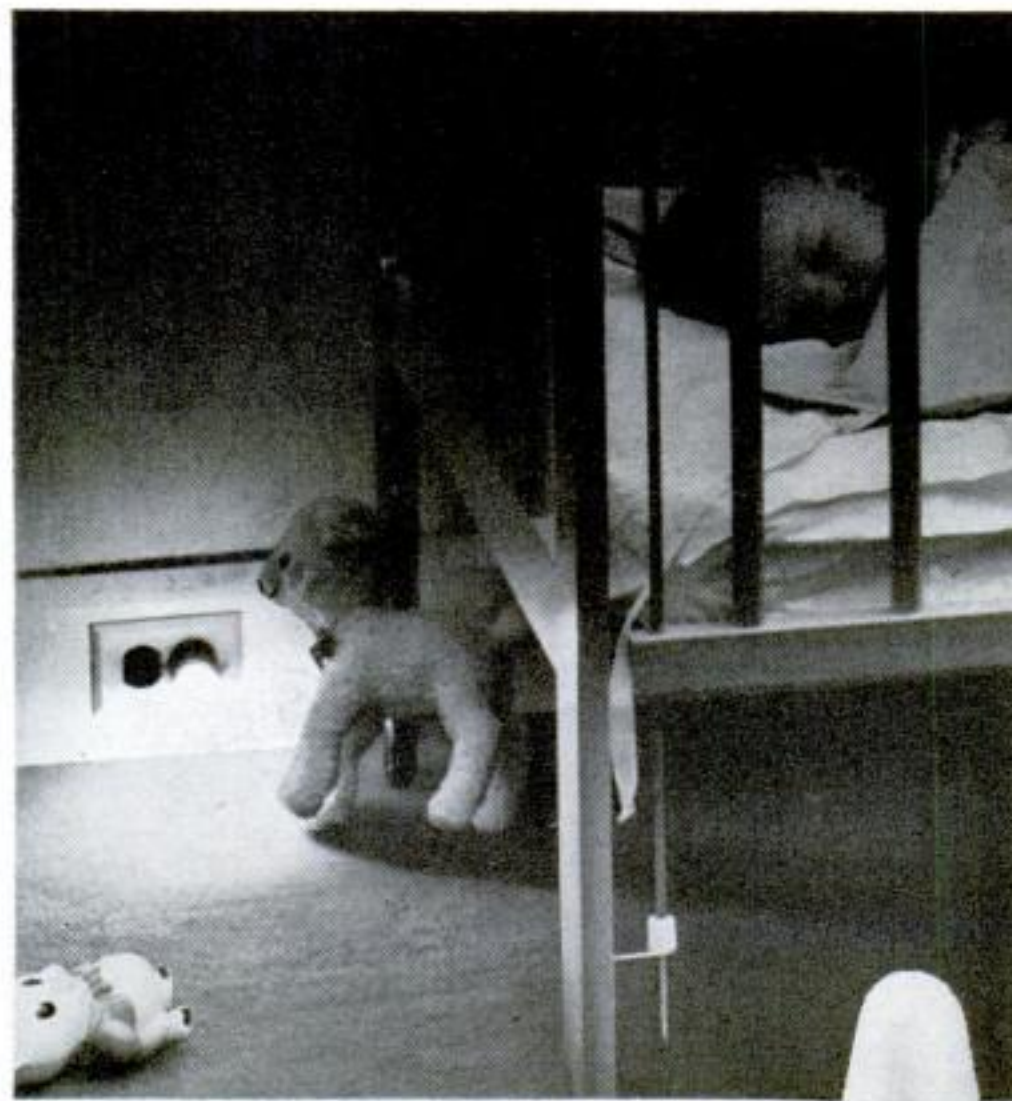
**NEW G-E MAZDA** Projector lamp gives concentrated light where it's wanted in stores, factories, homes. A lens, reflector and filament in one unit, like the new Sealed Beam auto lamp.



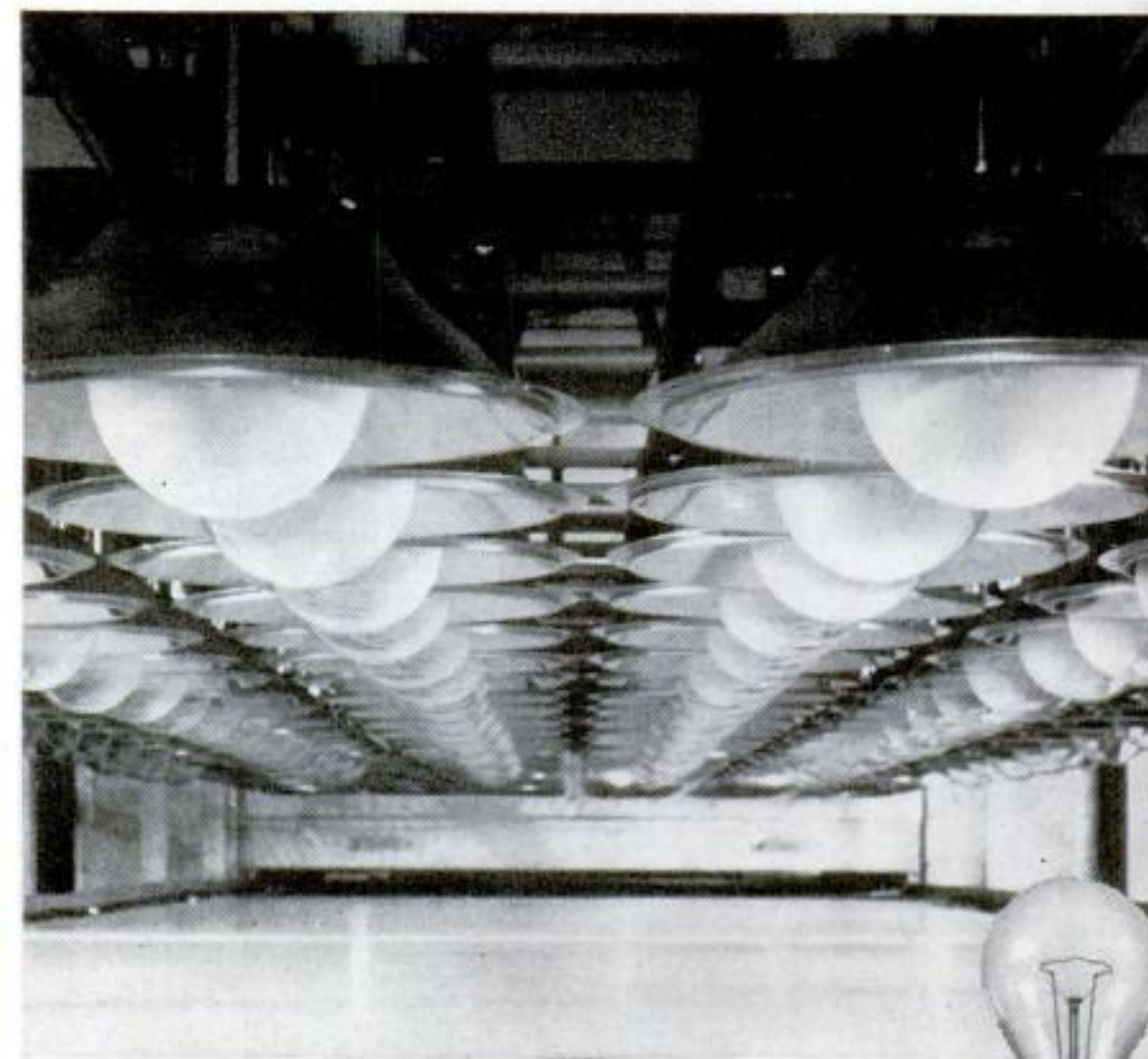
**BRIGHTEST LAMP** ever made is the new G-E "Midget Sun", a 1000 watt, water-cooled mercury lamp, 1/5 as bright as the sun's surface, yet no bigger than a cigarette. It is now being used in photo-engraving, photo-enlarging and blueprinting plants, also for lighting television studios.



**SOFT, GLARE-FREE** indirect lighting at a twist of the wrist! G-E Silvered Bowl MAZDA lamps have a coating of "mirror" silver on the bowl. 150 watt size 55¢.



**A LOT FOR 10¢...** This 7½ watt G-E night light dispels fear in the nursery, scares away burglars, and brightens dark stairs and hallways to prevent accidents.



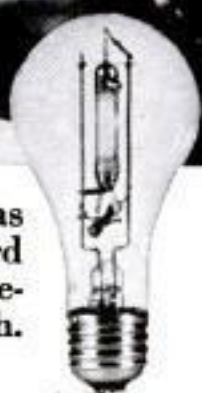
**INDUSTRIAL DRYING** operations go many times faster with the new General Electric drying lamp. The lamps in the installation shown above are used in gold-plated reflectors to dry out insulation board.







**NOON JUNE** sunshine would give this girl only a third as much ultra-violet as she is getting from this G-E sunlamp. Using slightly more current than a standard 100 watt G-E MAZDA lamp, this modern sunlamp is a big step forward over previous sunlight lamps. Ultra-violet cures rickets, builds sound bones and teeth.



**NEW INDOOR DAYLIGHT** or glamorous new colors are now possible with G-E Fluorescent MAZDA lamps. They open up dramatic possibilities for smart stores like Jaekel's fur salon above . . . used in combination with other MAZDA lamps.



**HERE'S REAL VALUE FOR 10¢.** A special line of lamps made to unusually high standards from high quality materials and backed by General Electric research. To distinguish them from the standard line of G-E MAZDA lamps, these 10¢ lamps are marked G-E.



**NEW G-E GERMICIDAL** lamp, as installed in the Cradle at Evanston, Ill., (shown above) reduces air-borne bacteria and aids in preventing spread of disease.



**NIGHT AND DAY**, photographers are getting clearer, better pictures with new G-E photoflash lamps . . . part of the new complete line of General Electric photolamps.



**THREE BULBS IN ONE** is the G-E MAZDA Three-Lite lamp. Used in a Certified I. E. S. floor or table lamp designed for the purpose, it gives good light for cards, reading, conversation. The 100-200-300 watt size is now only 60¢.



**WHETHER YOU BUY** lamps for your own home, for a small shop or a large store or factory, remember that G-E MAZDA lamps are being constantly improved by G-E research. They're brighter than ever, and they stay brighter longer. Take home an assortment tonight and light up for easier seeing.

<b>G-E DIME LAMPS</b> . . . Special Line of high quality lamps marked G-E. 7½, 15, 30, and 60 watts . . .	<b>10¢</b>
<b>G-E MAZDA LAMPS</b> . . . 15, 25, 40, 60, 75, 100 watts	<b>15¢</b>
<b>G-E MAZDA LAMPS</b> . . . 150 watts . . . . .	<b>20¢</b>

*They stay brighter longer*

**G-E MAZDA LAMPS**  
**GENERAL ELECTRIC**





*Once you had to be "Made of money!"*  
**BUT NOW PERCALE SHEETS CAN COME  
 OUT OF A MIDGET PURSE**

**A**LITTLE WHILE AGO, only the wealthy few who had personal maids, and chinchilla wraps, could afford sheets of light, silky-smooth percale!

But no longer! For Cannon is now producing a percale sheet that costs only a few pennies more than heavy-duty muslin. So even strictly budgeted homes are stocking up on percale sheets these days!



**Wear is their long suit!** Because Cannon Percale Sheets are woven with 25% more threads to the square inch than even the best-grade muslin, they wear past all believing! Tested with the equivalent of *four years'* washings, they show practically no signs of wear! Fine, strong cotton and a firm, close weave—that's what does it!



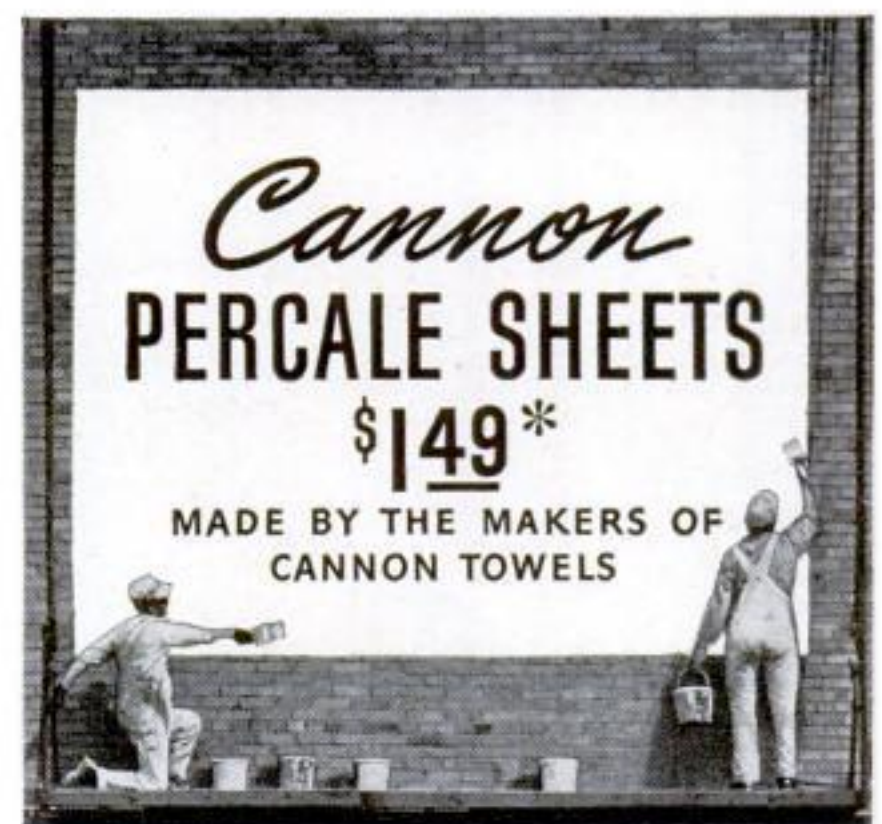
**Light weight means light work!** Washing these sheets is wonderfully easy on your back, because every sheet is very much lighter than a heavy muslin sheet. And if you send your laundry out at pound rates, their lightness can save you laundry costs of about \$3.25 per year, per bed!

**All this for only about \$1.49!** Yes, actually—these smooth, long-wearing Cannon Percale Sheets sell in most stores for only about \$1.49—immaculate, packaged, ready for use. (Also available at slightly higher prices in six soft, clear colors: peach, azure, maize, pink, jade, dusty rose. Pillow cases to match.)

All Cannon Percale Sheets and Pillow Cases



**"Size labels" save you mistakes.** A convenient "size label" is sewed into the hem of each sheet. No more grabbing the wrong-sized sheet by mistake—then having to refold it.



*\*This price may vary slightly due to different shipping costs and seasonal fluctuations of market prices.*

can be had in lovely gift packages. Cannon also makes an outstanding muslin sheet which sells for about a dollar—superior value at a low price.

**News! Cannon Hosiery!** Pure silk, full-fashioned, sheer and lovely, better made to cut down "mystery runs." Ask for Cannon Hosiery at your favorite store.



Guaranteed by Good Housekeeping Magazine as advertised therein

**CANNON MILLS, INC., NEW YORK, N. Y.**





Poland's gesture toward bombers. War poster on Warsaw Opera House says: "To arms. United we will defeat the enemy." Man on the right wears a volunteer police armband.

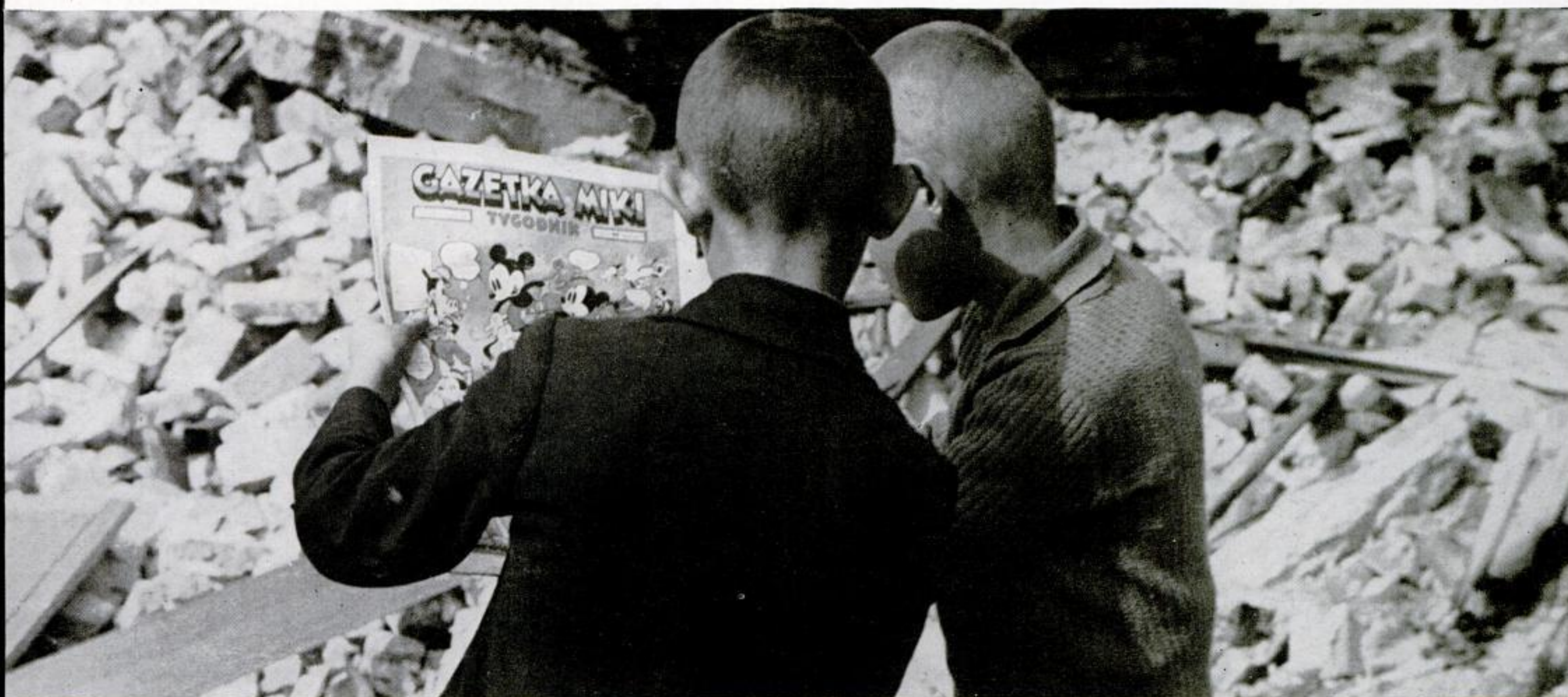


The Catholic crosses of Poland, last stronghold of Catholicism in eastern Europe, were knocked down by German bombs in this cemetery in Warsaw's Novo Brodno district.

## DOCUMENTARY RECORD OF THE LAST DAYS OF ONCE PROUD WARSAW

One of the last foreign witnesses of the futile, last-stand fight put up by Poland's capital of Warsaw against the German Army was Photographer Julien Bryan. He was in Warsaw when the first planes came over in small flights, sweeping the Polish air force from the sky. Lying in bed in the early mornings, he could hear the boom of distant guns before the awakening traffic noise drowned them out. Later the guns thundered all day long on three sides of the

city, and on Sept. 13 the real siege began, with bombs and shells dropping everywhere. For two more weeks Bryan stayed on, living in the U. S. Embassy cellar, photographing the physical death of Warsaw. Beside the damage done to Warsaw, the bombings in Spain and China become small-time stuff. Warsaw was the first full-dress testament to what modern war at its dreadful best can do to a great modern city, what it might do tomorrow to Berlin or Paris.



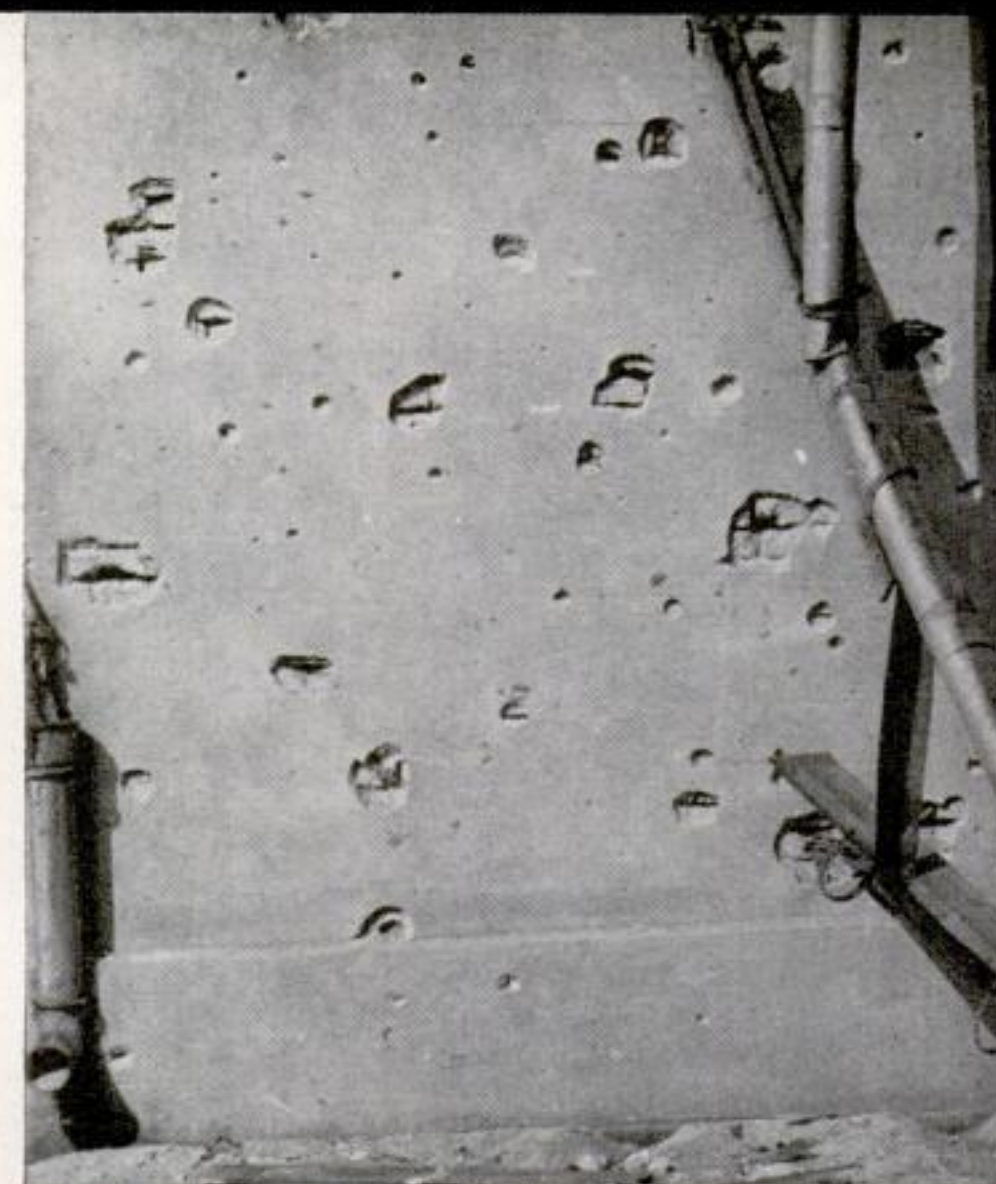
TWO SMALL BOYS READ THE LATEST NUMBER OF THE POLISH JUVENILE MAGAZINE, "MICKEY MOUSE GAZETTE," AMONG THE RUINS OF WARSAW





**The buzz of death** sounds in the sky over Warsaw as a single German bombing plane seeks its objectives. Ironically, it

looks like any harmless plane over the unscarred roofs and trees of a peaceful city along the banks of the Vistula.



**Walls are pocked** by machine-gun bullets. These were fired from a plane that swooped low over the city,



**A new apartment house** is split cleanly down to the basement by a German shell. It exploded on the first floor. The

Warsaw builder's sign is still on the adjoining fence. The first floor is the local post office on the Ulica na Skarpie.



**The Catholic Hospital** of Praga, the eastern district of Warsaw, was already filled with wounded when the



**President Roosevelt's picture** fell right side up among the ruins of the U.S. consul's office. When the war broke





clearing the streets of civilians. Idea was to disrupt not only the defense but even the life of the city.



**A shell that missed** the Catholic Hospital of Praga (*see below, left*) made this huge hole, visible from the ward win-

dows. By this time the staff and patients had managed to get to the hospital basement for shelter against the shelling.



bombs came. Nurses carried some patients downstairs, others crawled on hands and knees to the stairways.



out, crowds had cheered outside the U.S. Embassy. Luckily, no Americans were killed in siege of Warsaw.



**In U. S. Embassy garden,** the staff raise an American flag over the bomb shelter they had dug and covered with sand-

bags a year ago during the Munich crisis. Some 70 Americans stayed on at Embassy after Ambassador Biddle left.





A MIDDLE-CLASS POLISH FAMILY, BLOWN OUT OF THEIR HOME, CHOP WOOD, BOIL TEA AND WASH THEIR FEET AMONG THEIR SALVAGED PROPERTY



Mother and son remain in a potato field, after a German plane has machine-gunned the mother to death while the two were digging potatoes. Boy holds potato bag.



Three women were killed by a German plane's machine gun while digging potatoes in a field with their children and neighbors. A girl here mourns over her sister.

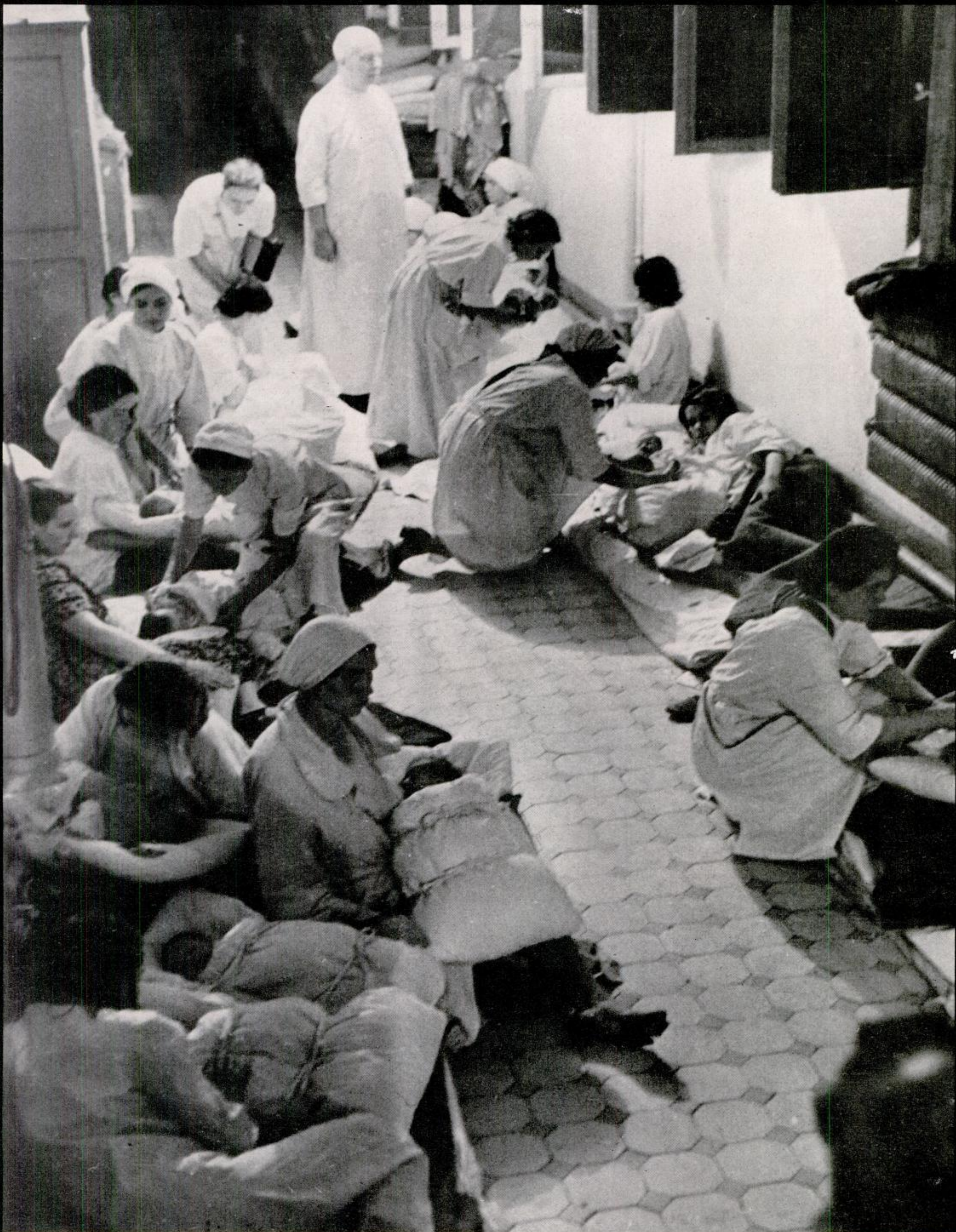


Old Jews in Orthodox Russian chalats are recruited to dig barricades. Seasoned travelers in war zones say that when men appear with shovels it is time to leave.



Photographer Julien Bryan (left) is stopped by police who is convinced by Bryan's interpreter that Bryan is no spy. Windshield was shattered in a traffic accident.





**The women's hospital** of Warsaw moves its new babies and their mothers down to the basement. The doctor in charge stands in the background. Some women are still in

labor. Some of these babies, barely recovered from the rigors of childbirth, were hit by shell fragments but were pulled through by the doctors. Some did not survive.





All-America football stars in *Too Many Girls* go scouting to find material for their home teams at Yale, Harvard and Princeton. They find better material than they expected in the beautiful co-eds of Pottawatomie College where they are sent by a millionaire as a body-guard for his lovely blonde daughter. The boys make Pottawatomie's team nationally famous. Here they give cheer after defeating their biggest rival, "The Texas Gentiles."



The millionaire's daughter (Marcy Wescott) gets bored with her English suitor sitting by cactus. Her mind strays romantically to the football hero from Princeton. Below: Mary Jane Walsh, head of Pottawatomie student body although she is married and divorced, sings *Give It Back to the Indians*, a musical diatribe against New York. Song goes, "Swing gives us the heebie-jeebies, Men wear clothes like Lucius Beebe's, Give it back to the Indians."



## BIG YEAR FOR MUSICAL SHOWS BEGINS ON BROADWAY WITH "TOO MANY GIRLS"

More pretty girls are kicking their knees, more love songs are being rehearsed, more gag writers are busy on Broadway this season than in any other for the past six years. Ten musical shows are in preparation. More are coming. Last week the five musicals already playing sold standing room only. *Variety* predicts a shortage of theaters to accommodate the new song-and-dance boom.

First musical comedy of the season, *Too Many Girls*, opened last week under the direction of George Abbott (see p. 80). Between the more important business of singing and dancing, it tells how boy meets girl at Pottawatomie College at Stop Gap, New Mex. Pottawatomie's co-eds wear yellow "beanies" (skull caps) to indicate their innocence. Pottawatomie's alumni claim that "a frolic on the greensward is mightier than the pen."

In line with his policy of hiring starlets instead of stars, Producer Abbott has rounded up a cast of energetic collegiates, mostly under 22. Liveliest is Miss Diosa Costello (opposite page) from Puerto Rico. Since last summer her throaty singing and Conga dancing have been attracting a devoted coterie to New York's night club, La Conga. Now in her first Broadway appearance, she sings *All Dressed Up*, the lament of a co-ed who has been wed to a football player for a year but still wears a yellow beanie because her husband is perpetually in training for the team.

Songs for *Too Many Girls* were written by Richard Rodgers and Lorenz Hart, who are jointly responsible for a score of Broadway hits (*Boys from Syracuse*, *I Married an Angel*, etc.). Hart's lyrics are innocently bawdy, but some of them his publishers are scared to print.

Unsuspected, perhaps, by tired businessmen who applaud them, American musical shows are rapidly becoming a creditable art form. Better music is written every year. As in *Too Many Girls*, scenery and costumes are expertly designed. Even the chorus girls are part of the trend. They are making themselves prettier than ever.



Tallulah Lou (right) is a student at Pottawatomie College where co-eds wear yellow beanies as a symbol of purity. Although Tallulah has clung doggedly to her beanie, here she is showing her friend how it has been autographed by every member of the Texas football team.

LYRICS REPRODUCED BY PERMISSION OF THE COPYRIGHT OWNER CHAPPELL & CO. INC.



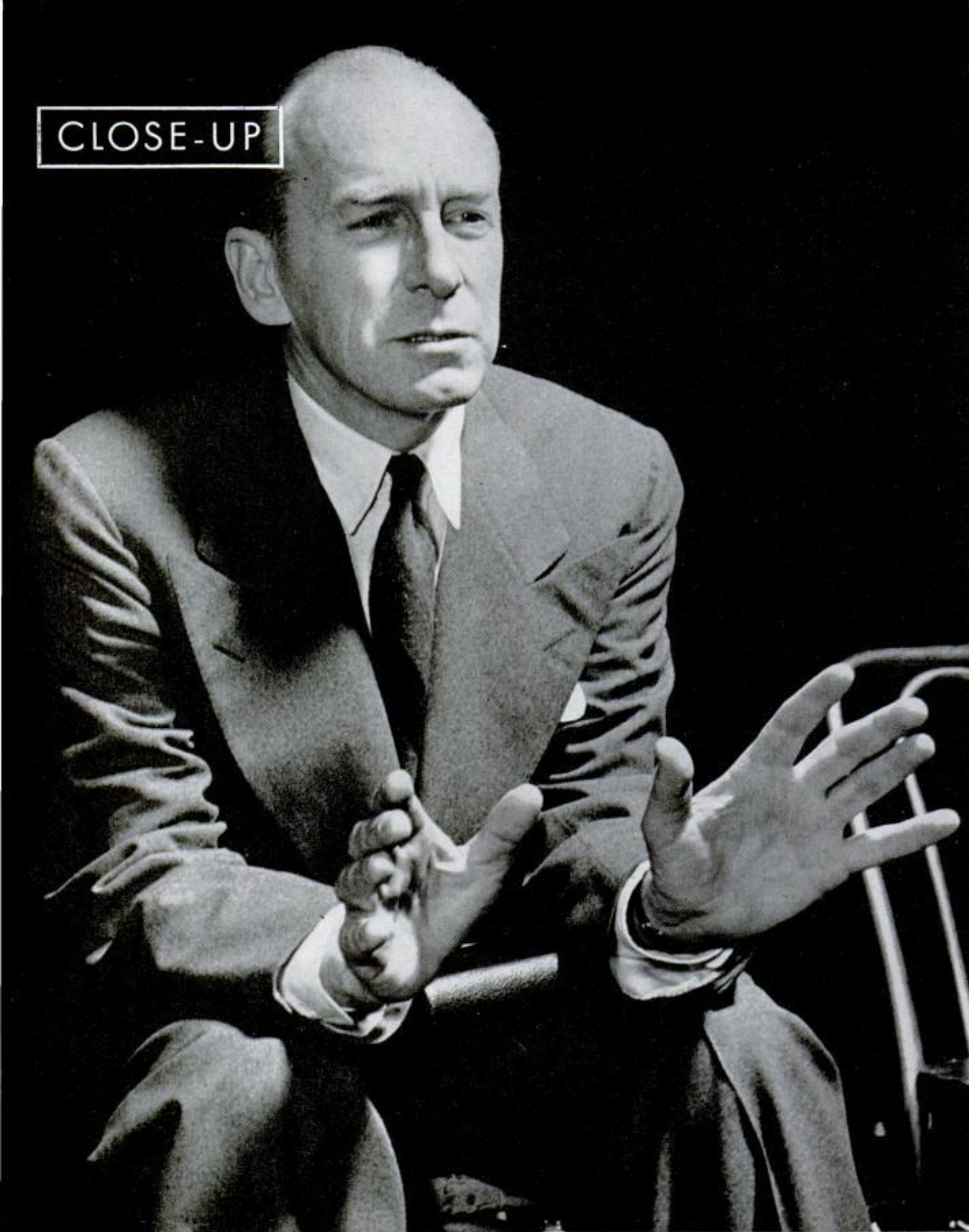


"All dressed up, spic and Spanish!"

No one takes me for a ride"



CLOSE-UP



**Directing rehearsal,** George Abbott keeps a cool and alert eye open for weak spots, elaborating his brief commands with the dynamic movements of his symphony-conductor hands. For members of the co-ed chorus in *Too Many Girls* (below), he explains routines at an afternoon rehearsal during a Boston tryout.



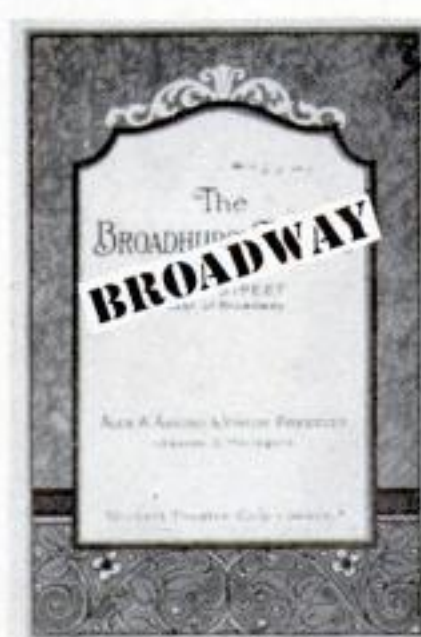
# HICK ON

NEW YORK CAN'T SOPHISTICATE

In the popular, synthetic American definition, a big Broadway theatrical producer is a tough-talking, foreign-looking exhibitionist, with a diamond ring, fat hands and a lecherous expression. He dresses like the Duke of Windsor and smokes big cigars. Water makes him sick so he drinks nothing but champagne, preferably from pink ballet slippers. He lives in a penthouse and is driven about in patent-leather-and-chromium automobiles. He never sleeps, but divides his time between the theater and the night clubs, where he gives lavish parties and moves with a convoy of eminently seductive young women. It is obvious that he will come to no good end, but somehow he never seems to get there.

This popular definition of a big Broadway producer does not apply to 50-year-old George Abbott, undoubtedly the most amazing producer currently practicing in New York. Last season, Abbott had three hits running on Broadway at the same time—*What a Life*, *The Boys from Syracuse* and *Primrose Path*. Abbott is the only man on Broadway connected with six shows which have run more than 500 performances each. Out of the 34 plays with which he has been connected since 1925 as author or producer, 15 have been hits. Before he became a producer, Abbott was a Broadway success in the comparatively menial capacities of actor, author and play-doctor.

A threatened actors' strike, the World's Fair disappointment and uncertainty over the effect of the European war on the American public, have combined to get the New York theatrical season off to a slow start. Most producers have been busy doing some watchful waiting. George Abbott is the outstanding exception. Early in August he announced four productions for the 1939-40 season—*See My Lawyer*, *Too Many Girls*, *Ring Two*, *We, the Living*—and they are going through exactly as scheduled. This is the heaviest program planned by any producing firm except the Playwrights Company, which after all is made up of four men. *See My Lawyer* is already on Broadway as a moderate hit. *Too Many Girls* was fortnight ago being rapturously cheered by Boston critics in a tryout run. The other two will be on by the first part of January. If they also



BEGINNING WITH "THE FALL GUY" IN 1925, GEORGE ABBOTT HAS PEPPERED



# BROADWAY

GEORGE ABBOTT, MAKER OF HITS

by ALICE LEONE MOATS

succeed, and *See My Lawyer* lasts, there will be four Abbott productions playing simultaneously to full houses, a record, even for George Abbott.

These statistics, impressive as they may be, are not what make Abbott a unique figure in his line. His claim to an enduring place in Broadway history rests upon the fact that he is a living contradiction of all that the world has been taught to think that a producer should be. An unphenomenal phenomenon, a genius with no lunatic streak, Abbott might be considered colorless if he were a small-town druggist. As a member of the world's most colorful profession, he stands out in high relief. Other producers are more or less famous for their eccentricities. Abbott's complete normality, even more than his success, has made him a Times Square legend.

Tall, broad-shouldered, with blond hair cut short and cold china-blue eyes, Abbott looks like the vice president of a branch bank. He dresses soberly in plain shirts and dark suits. He seldom swears, never smokes and he drinks only in emergencies, disliking even wine unless "it tastes like orangeade." Last summer, at a dance on Long Island, Abbott astonished his companions by downing a glass of champagne. "I drank it," he later honestly explained, "so I wouldn't smell the liquor on my partner's breath."

Abbott's professional technique is as remarkable as, and in keeping with, his manners. Not only has he created no great stars, he rarely even employs one. Few of his most-profitable shows have had *succès d'estime*. Critics indeed have rated him as the Broadway equivalent of a Hollywood specialist in B-pictures and suggested that he was a kind of minor-league theatrical Dumas. While it is true that Abbott's plays rarely contain poetry, high comedy or fine flights of histrionic art, this objection is scarcely more valid than the equally familiar one that Abbott's first nights lack chic. Shakespeare, from whom Abbott stole *The Boys from Syracuse*, was a kleptomaniac himself and, like his celebrated predecessor, Abbott borrows shrewdly. The hallmarks of an Abbott show are pace and homely humor. He specializes in plays so packed with business,

CONTINUED ON NEXT PAGE



BROADWAY WITH A STEADY FIRE OF FAST-MOVING, LOW-BROWED HITS

## "TELL ME ANOTHER" Says KLEENEX\*

AND WIN \$5<sup>00</sup> FOR EVERYONE PUBLISHED...HERE ARE 5 NEW KLEENEX TRUE CONFESSION WINNERS.....MAIL YOURS TO KLEENEX...919 N. MICHIGAN AVE. CHICAGO.



**AH-AH**  
**HANKIES FOR SHOW**  
**KLEENEX FOR BLOW**

NOW MY BOY FRIEND  
USES KLEENEX—CAUSE IT  
SOOTHES A SORE NOSE  
DURING COLDS.  
AND IT'S STRONG  
—NOT LIKE  
FLIMSY TISSUES  
THAT 'GIVE WAY'  
TO SNEEZES.

(from a letter by  
J. C. C., Glen Ellyn,  
Ill.)



**WELL I'LL BE,**  
**SAID MY MOTHER-IN-LAW...**

WHEN SHE CAUGHT ME  
WIPING LIPSTICK ON  
TOWELS SHE GAVE ME.  
BUT NOW WITH KLEENEX  
WE'RE ALL  
HAPPY—  
INCLUDING  
THE TOWELS.

(from a letter by M. S.,  
Chicago, Ill.)



**OH FUDGE!**

EVER TRY TO STUFF A HEAVY BATH TOWEL  
INSIDE YOUR EARS AFTER A BATH?  
KLEENEX IS THE PERFECT SOLUTION!

(from a letter by A. P. G., Moorestown, N. J.)



I WEAR GLASSES AND  
KLEENEX IS MY  
FIRST AID TO  
KEEP MY 'SIGHT'  
POLISHED UP  
SO I SEE ALL  
AND NEVER  
BECOME  
DATED.

(from a letter by A. C.,  
West Hartford, Conn.)

**MAMMA**  
**GOT THE BRONX CHEER...**

BECAUSE BABY  
WAS TEETHING—  
AND SPITTING—  
WHICH MEANT  
HER CLOTHES  
BECAME SOGGY, HER  
SKIN CHAPPED. BUT  
NOW SOFT, DRY BIBS  
OF KLEENEX PROTECT HER.

(from a letter by B. S., Brooklyn, N. Y.)

**NOW 500 SHEET ECONOMY KLEENEX\***  
**ALSO IN THE**  
**SERV-A-TISSUE BOX**

it Saves as it Serves — one double tissue at a time



● During colds especially, Kleenex soothes your nose, saves money, reduces handkerchief washing. You use each tissue once—then destroy, germs and all.

Adopt the habit of using Kleenex in the Serv-a-Tissue Box that ends waste and mess...now both 500-sheet and 200-sheet Kleenex comes in the Serv-a-Tissue Box. Keep one in every room in your home, one in your office, another in your car.

**KLEENEX\* DISPOSABLE TISSUES**

(\*Trade Mark Reg. U. S. Patent Office)



For a  
**PERMANENT  
INVESTMENT**  
*Buy the World's Most  
Honored Watch*  
**LONGINES**

Putting your money into one ordinary watch after another every few years is far costlier than making a permanent investment in a Longines Watch, priced \$40 and up.

For over 73 years wise investors in 77 countries have made permanent investments in Longines watch accuracy and dependability. 10 world's fair grand prizes and 28 gold medals provide gilt-edge proof of the value of their investments.

Check for yourself the prize winning qualities of Longines accuracy, beauty and dependability at your Longines-Wittnauer jeweler agency. Booklet on request.

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580 FIFTH AVENUE  
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THE WORLD'S MOST HONORED WATCH

WINNER OF 10 WORLD'S FAIR  
GRAND PRIZES—28 GOLD MEDALS



**Hook-and-eye fastening** is a problem which finds Abbott not unprepared. The girl, Diosa Costello, wears the dress to sing *She Could Shake the Maracas* in *Too Many Girls*.

**GEORGE ABBOTT** (continued)

uproar and activity that the audience has no time to exercise its critical faculties. Many people along Broadway have tried to dissect the Abbott method, but none so far have succeeded. The fact is, of course, that the secret of Abbott's success lies in his temperament. Abbott senses intuitively what will appeal to the hickishness which metropolitanites try so hard to hide. Practically a walking barometer of public taste, it is not surprising that he is as successful in the theater as he is puzzling to his less appropriately constituted rivals.

Abbott's most worldly characteristic is undoubtedly his fondness, amounting almost to passion, for dancing, but this enthusiasm does not betoken a weakness for the surroundings or the company which, for a man in his position, might well accompany it. Instead of Monte Carlo or El Morocco, New York's smartest cafes, Abbott likes cabarets which specialize in big dance floors and hot bands and feels at home in Roseland, the city's most famous public dance hall.

Among Abbott's other behavioristic distinctions from his colleagues is the plane on which he conducts his relations with the opposite sex. In Abbott's mind, business and friendship have no relation to one another. Girls who hope to skip a couple of steps up the Broadway ladder by making an impression on him are destined for disappointment. At a first outing with a budding actress, Abbott will say, as they are stepping into the taxi, "Look. We can go out together often and have a good time but don't think it will help you in any way to get along on the stage."

Broadway's busiest producer is anything but a dashing beau. While able calmly to accept the loss of \$20,000 on a poor show as an occupational hazard, Abbott, who was frugally reared, hates throwing money around. He puts the giving of flowers and presents to lady friends under the heading of extravagance, saying earnestly, "I don't want to buy their favors." A man whose advice Abbott often follows in such matters once told him that he must give Christmas presents to his lady friends. Convinced, Abbott sent several of them a pair of silk stockings each.

**He forces himself to splurge**

Among the other things Abbott spends little money on is travel. When he says, "I wish that I could get away" all he really means is that he has been overworking and needs a rest. In 1936, Abbott went to London to put on *Boy Meets Girl*, which failed, and to collect the profits of *Three Men on a Horse*, which had been a great London hit. Taking his money out of England would have meant paying such a huge tax that it scarcely seemed worthwhile so, motivated by prudence, he forced himself to splurge. He bought an entire wardrobe, gave parties and stayed in style at the Savoy, from which he wrote back to a friend: "This hotel is expensive but I must say that they give you your money's worth. The shower baths are even equipped with sprays that come up and wash one's feet!"

Abbott is really happy only when working; rehearsals may be tiring but they make him wide-awake, alert, gay and interested. He doesn't want to think or talk of anything else and is carried away by excitement. Lunching at Lindy's while *Too Many Girls* was in rehearsal, he said to his companion, "It's a swell show. And the best music Rodgers and Hart have ever written. Do you want to hear some of it?" He then sang all the tunes he liked best, completely unaware of his surroundings.



**Athletic Shirt — Quarter-leg Short**

**M**ANY men and boys are experiencing a brand new sense of well-being, comfort, smart appearance, by wearing these ACTION-SUPPORT garments. The real, gentle, all-day support tends to reduce fag, a practical feature needed by all active men. Join the throng . . . you'll be an enthusiast.

Briefs, Quarter-legs, Longs; light and medium weights; all cotton, and with 25% Wool. Shirts to match. 50¢ to \$1.50 each.\* Try 'em. Be sure you get Duocraft Action-Support.

**Now . . . also in Duofold  
2-Layer Fabric**

If you like wool but want it away from skin get DUOFOLD ACTION-SUPPORT. Two thin layers: wool in outer layer, inner layer all cotton! Briefs, Quarter-leg, Knee Length and Longs

\$1 to \$2 each.\*  
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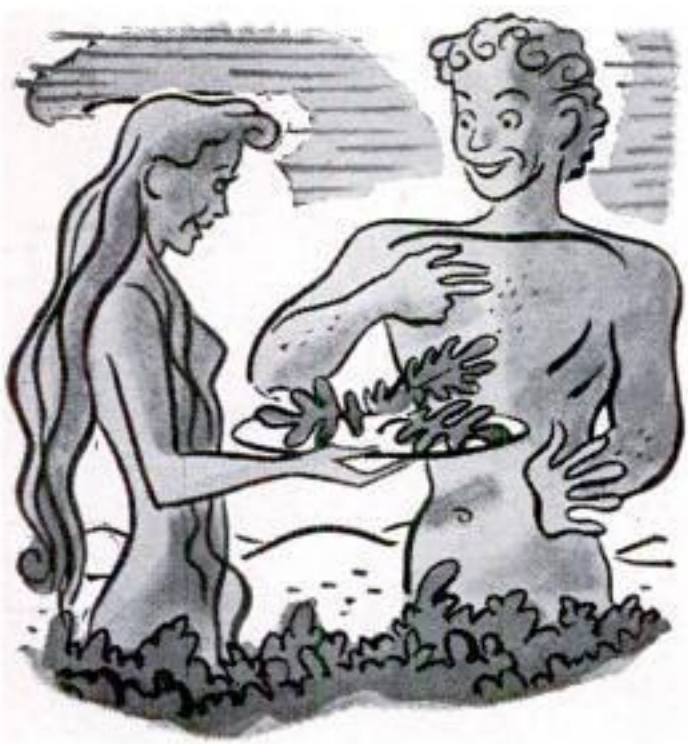
\*All prices slightly higher west of Rocky Mts.

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ACTION-SUPPORT  
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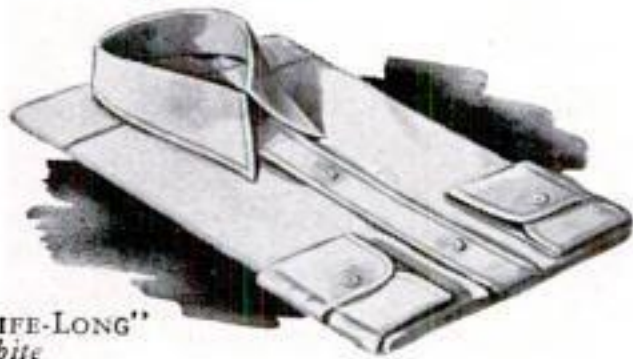




## Time to turn over a new leaf

### Even Adam could have profited by Eve's advice

It's a far cry from fig leaves to men's shirts, but woman's superior knowledge of fabric quality has been recognized through the ages. That's why, when a woman buys shirts for a man, she so often chooses Fruit of the Loom Shirts. She knows—both by instinct and experience—that the Fruit of the Loom label is a guarantee of lasting smartness.



THE "LIFE-LONG" — all-white

As a matter of fact, gentlemen, Fruit of the Loom Shirts are so carefully designed, so perfectly tailored, so proofed (they're Sanforized) against shrinkage and wear, that they're sold with a *Money-Back Guarantee*.

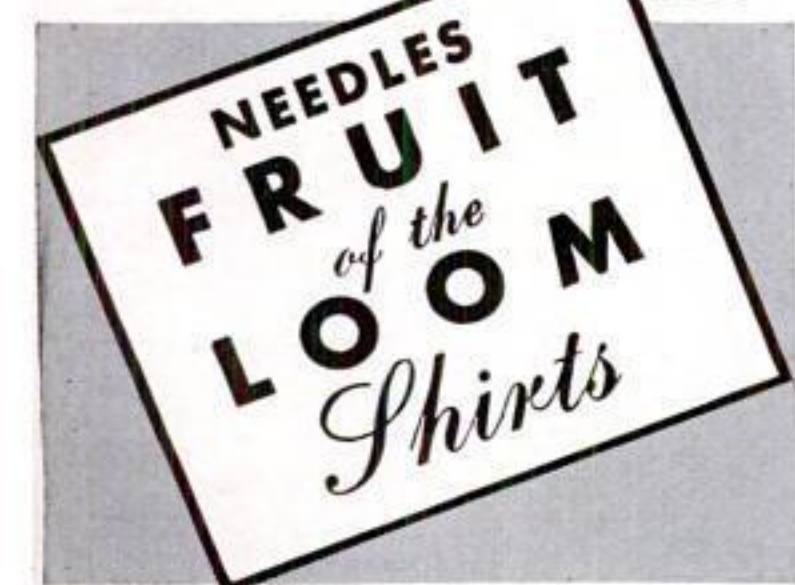


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And only \$1.65 each. No wonder that more men than ever are wearing smart Fruit of the Loom Shirts. See them at your favorite men's wear department or haberdasher.

Eclipse-Needles Co.  
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\$1.65  
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P.S. — and for the last word in Nightwear —  
FRUIT-of-the-LOOM PAJAMAS  
FAIRMOUNT \$1.65 ROYAL FABRIC \$2.00



Rumba-loving George Abbott often gives midnight parties for his casts. Here he leads cast of *Too Many Girls* for a fast rumba turn at the Coconut Grove in Boston.

Neither heredity nor environment can account for Abbott's consuming passion for the theater. He comes of pre-Revolutionary, Scotch-English stock. His ancestors were solid New Englanders who moved west when things went badly in New England and settled in upper New York State. His father, Mayor of Salamanca, N. Y., when George was born on June 25, 1889, later became a government land agent with headquarters at Cheyenne, Wyo. When he was in his teens, the family moved to Hamburg, N. Y. After finishing high school, George went to the University of Rochester and it was there that he decided to become a playwright. Asked how he learned to write plays, Abbott says: "I decided the best way to write a play was to write it." The only producers he had ever heard of were the Shuberts and he sent his scripts to them. They came back with clocklike regularity. Later on when he had graduated from the University and enrolled in George Pierce Baker's '47 Workshop at Harvard, the Harvard Dramatic Club put on an Abbott one-act play. Another, *Man in the Manhole* won the \$100 prize offered by Keith's Theatre. Through that connection, George became superintendent of the theater at \$15 a week.

In 1913, he arrived in New York. Of this period in his career he says: "I gave myself 30 days in which to get a job as an actor. If I didn't get one in that time, I was going to become a reporter in order to support myself while writing plays. On the 30th day I went to the William Harris office but having taken such a beating at the hands of telephone girls and office boys, I walked past, deciding it was hopeless. Then I forced myself to return and found that Harris had a part waiting for me."

### The office boy writes the lines

In 1917 Abbott went to work for John Golden as a glorified office boy. He was to read the plays that came in, make suggestions about them and could use all the office paper he liked for his own scribbles. He was always a fast worker and whenever an author hit a snag in a play, Golden would tell George to write the scene, knowing he would be back with it in a few hours. Abbott's cubby-hole office was called the "Abbottoir" and he was used as a sort of spur to lazy authors who would get to work immediately "rather than run the risk of having Golden use that lousy little office boy's lines."

One of his jobs with Golden was assistant stage manager and call boy in the tryout of *Three Wise Fools*. Helen Menken, who was the leading lady, remembers him sitting on the stage, chair tilted back, big feet stuck out before him, muttering, "When I run things they'll be run better than this." On another occasion, in his role of call boy, he knocked at her dressing-room door, and said, "Curtain going up, Miss Menken."

"Hold it just a minute," she answered, "I'm not quite ready."  
"My job is to ring up that curtain on time," George told her, "And, it's going up on time." Miss Menken scrambled on the stage.

Playing in a road company around 1918, Abbott met James Gleason, who had thought up the plot of *The Fall Guy*. Abbott helped him write it. It opened in 1925, with Ernest Truex in the lead, but Abbott missed opening night because he was giving what he considers the best performance of his career in *Processional*. *The Fall Guy* was a hit. So were *Broadway* and *Love 'Em and Leave 'Em* produced by Jed Harris, on both of which Abbott collaborated as an author. Then came *Coquette* by Ann Preston Bridges. *Coquette* entered the Harris office as a comedy and came out again as a tragedy after a three-week rewrite by Abbott. It established Helen Hayes as one

CONTINUED ON NEXT PAGE



BY APPOINTMENT TO  
THE PRINCE OF WALES  
1936



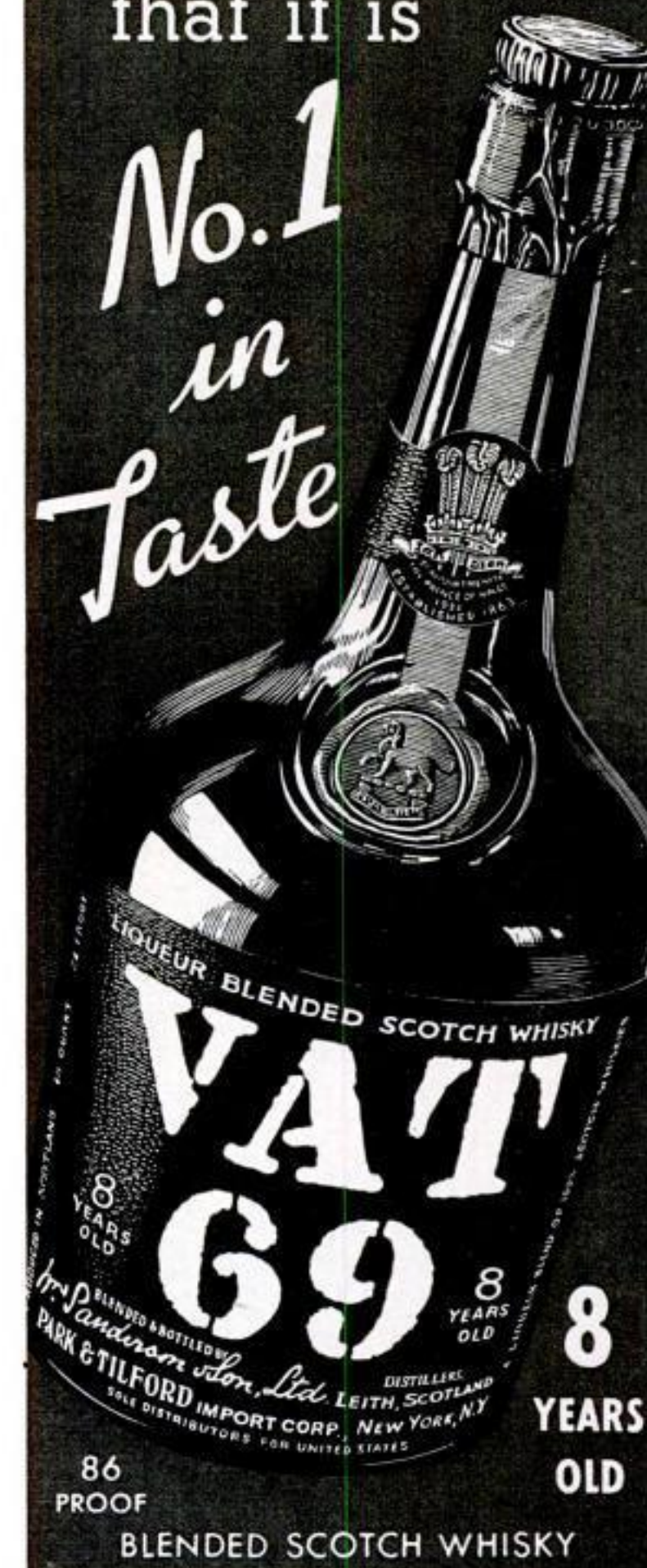
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"Quality  
Tells"



Compare  
VAT 69 and  
you will be  
convinced  
that it is

No. 1  
in  
Taste



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**1** Sooner or later—cold weather is coming. Better drive around to the nearest Nor'way Anti-Freeze service station today and ask for our special cooling system "check-up". Eliminate the winter driving worries—once and for all.



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### GEORGE ABBOTT (continued)

of the major luminaries on the American stage, and established Abbott's reputation as rewriter.

In addition to the 36 plays written, produced, or both, by George Abbott and a number of others, including *Chicago* and *Gentlemen of the Press*, which he directed, there have been nine Abbott movies. In 1914 Abbott married Ednah Levis. Before her death in 1930, he worked two years for Paramount. Alice Duer Miller's *Manslaughter* with Fredric March and Claudette Colbert was his best effort but Abbott didn't like working in pictures because there was "too much interference." By 1930 he was back on Broadway and in 1932 he became a producer on his own.

Teamed with Philip Dunning, Abbott launched his new firm with the production of a flop titled *Lilly Turner*, followed by *Twentieth Century* by Ben Hecht and Charles MacArthur which fetched a good price in Hollywood and might have had a long Broadway run except for the bank closings in '33. Dunning dropped out of the firm, amicably, in 1934. Two years later Abbott, operating alone as a producer, cleared \$500,000 on *Boy Meets Girl* and, operating in collaboration with John Cecil Holm as a playwright, netted a considerable sum from Alex Yokel's production, *Three Men on a Horse*.

*Brother Rat*, a schoolboy play by schoolboys which had been rejected by 31 producers before Abbott picked it up, grossed over a million between Broadway and the road. Similarly lucky was Abbott's encounter with *Room Service*. This incredible farce died during its opening in Philadelphia and lost \$23,000 for Metro-Goldwyn-Mayer, backing Producer Sam Harris. The deflated authors took the *Room Service* script to Abbott. After making a few changes he produced it again. It ran for two years and sold to RKO pictures for \$255,000, the highest price ever paid by Hollywood for a play.

The Abbott offices, consisting of a large main room and five offices for George and the staff, are in Radio City. Until last year, they were in a dingy building on West 42nd. His employees persuaded him to move, pointing out that the difference in the rent between Radio City and 42nd Street, was so slight as to make it worthwhile. Having taken the step, he is now delighted and very proud of his pleasant surroundings but has firmly vetoed the suggestion that "International Building" be put on the letterheads, thinking it might look pretentious.

### Making the show business efficient

Abbott loathes detail and considers that his staff is there to take it off his hands. He gives an order and expects it to be carried out with no further following up or interference on his part. When he tells a stage manager to get some furniture he may say, "We need a sofa, two chairs and a desk." After that the stage manager is on his own. In the Abbott shop, no time, no money are wasted. Scripts are read promptly. The plant runs year in and year out with no interruptions. This is unusual in the theater where many producers, after a flop, spend years getting backing for another show. The methodical boss likes to keep people on season after season and has worked out a system whereby in summer, the slack is taken up by working his units in shifts.

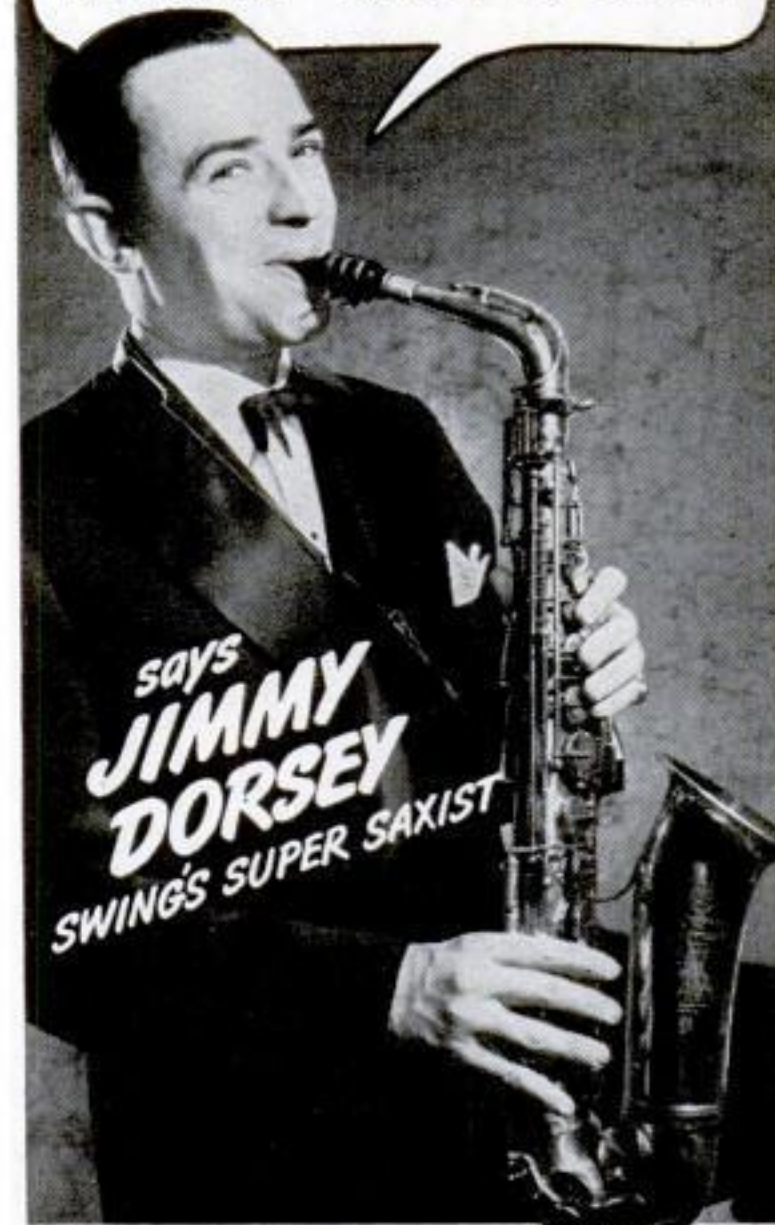
Most producers unintentionally run kindergartens for Hollywood and lose actors as soon as they have trained them. Abbott, however, has never yet lost one to the movies if he didn't want to and his regulars often return to him from Hollywood on demand. Actors who have worked for him are likely to adore him; Eugenie Leonovich describes him as an island in turbulent waters of Broadway and says that he is the one person she has met in America who lives up to her idea of what the hundred percent American should be.

He may get angry at stupidity but he rarely shows it because he does not want to frighten an actor. For the theater's characteristic vice of unpunctuality, however, he has no sympathy. Once, ar-

Abbott and friends, Cartoonist Jefferson Machamer and Novelist John O'Hara week-ended on Long Island. Indian sign (see center) is for the benefit of the photographer.



I CAN'T "SEND" WITH A  
HEADACHE, JITTERY NERVES.  
BROMO-SELTZER BRINGS  
A "SWEET" RELIEF TO BOTH



**BROMO-SELTZER**  
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FOR OVER 50 YEARS, MILLIONS  
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**An effective Aid in Combatting  
Dandruff, Excessive Falling Hair!**

Does your hair appear lifeless, lustreless? Or do you have Dandruff, Itching Scalp or Excessive Falling Hair? See how strikingly effective Glover's Mange Medicine and Systematic Massage is as an aid in relieving these conditions. This medicinal treatment helps bring out the natural beauty of your hair. Persist and the result will speak for itself.

Use Glover's Medicated Soap for the Shampoo—specially compounded for use with the Medicine. Cleanses thoroughly; leaves the hair soft, lustrous.

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ECONOMY  
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**Now TWO Sizes!**  
Glover's Mange Medicine is now available in two sizes for your convenience—Large Economy Size, 75¢; Small Size, 40¢. At all Drug-gists.

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IT BUBBLES WITH  
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IN FULL, 32-OUNCE QUARTS  
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**IT'S SO  
EASY**

TO KEEP  
SHOES LOOKING  
NEW WITH  
**SHINOLA**  
SHOE  
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There's a Shinola polish, dye and cleaner for every type of shoe—Paste Polishes, Liquid Wax Polishes, Creams and special Suede and Gabardine Cleaners. Your family needs the Shinola Home Shine Kit, containing a tin of Shinola Paste Polish, a bristle dauber and lamb's wool polisher. At your dealer's...or send 25c with name and address to SHINOLA, Dept. F-1023, 88 Lexington Avenue, New York, N. Y.

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**Contributions Editor**

**LIFE**

Time and Life Building  
Rockefeller Center New York City

iving early at a rehearsal, Abbott said, "Where is so and so? We're supposed to start at three." "It's only two minutes of three, Mr. Abbott," his assistant pointed out. Abbott looked at his wrist watch. "O. K.," he said, "I'll wait two minutes."

Having been on the stage himself Abbott understands players and their problems and knows exactly how to handle them. No one remembers ever having seen him faced with temperament. He takes actors into his confidence and won't hesitate to say, "This scene is wrong but let's leave it until we try the show on the road." With playwrights, Abbott is inclined to be less gentle. An author who had stayed up all night to rewrite a scene and early next morning showed it to Abbott, once said playfully, "Well, the mountain labored and I hope it brought forth a mouse." Abbott read the scene without changing expression and remarked, "The mountain labored and brought forth a louse. Let's go to the theater!"

### Mr. Abbott likes to rumba

From the first of September to the middle of January, Abbott is in New York staging plays. Then he goes to Palm Beach where he takes an apartment for two or three months' rest where he sees a good deal of such socialites as Margaret Emerson, the Jay O'Briens and the Harrison Williams, but he would rather go dancing with a girl. He fancies himself a rumba artist. In the spring, he puts on another play, or drills companies for the road and attends to office affairs. Most of his scripts are read during the summer which he spends as a perennial guest with Neysa McMein, the illustrator, and her husband, John Baragwanath at their place on Long Island. He gets up at eight, reads all morning or sits under a tree, thinking. The afternoons are devoted to his favorite outdoor sports—swimming, badminton, croquet. In the evenings, he follows the Baragwanaths' social program, even going manfully to dinner parties. But his idea of a really pleasant way to spend an evening in the country is playing hearts or Chinese checkers or backgammon or, if there is a larger party, games like twenty questions or competitive charades called "The Game."

Once or twice in the summer he will round up all the actors working for him and take them down to the hospitable Baragwanaths' in specially chartered buses and cars for a party. The regimentation is impressive. "Now, we will go walking," he will say. Or, "Now, we'll have a treasure hunt," or "Now, we will go swimming." Every winter, Abbott gives two or three parties at the Coffee House, also for his actors. On these occasions, regarded by connoisseurs as some of the better parties of the season, the principal entertainment is a series of skits acted out by the guests, taking off their host's little peculiarities.

Abbott's ability to take the ribbing which his curious behavior naturally occasions is noteworthy and he is able to look at himself quite dispassionately. "I had to stop working with so and so," he once said, "because he wanted me to be too obvious. I have enough of a tendency that way myself without being egged on." His two best friends outside the theater are Baragwanath, noted for his wit, and William Rhineland Stewart, noted for his polish. Abbott however has not been infected by either the tendency toward worldly repartee or metropolitan sophistication. Alexander Woollcott in a heated croquet game once turned on him and cried, "You tiresome hick!" "I know I'm a hick," George told someone later, "but I don't like to be called one."

In all probability, Abbott didn't really mind. In essentials he has not only remained the same upstate boy who came to the city 26 years ago but while making his mark on Broadway has resolutely refused to let Broadway make its mark on him. One day last summer George Kaufman, driving up Broadway, saw Abbott at Times Square, surveying what is, after all, his kingdom. He was standing with one foot on the curb, dreamily munching peanuts out of a paper bag.

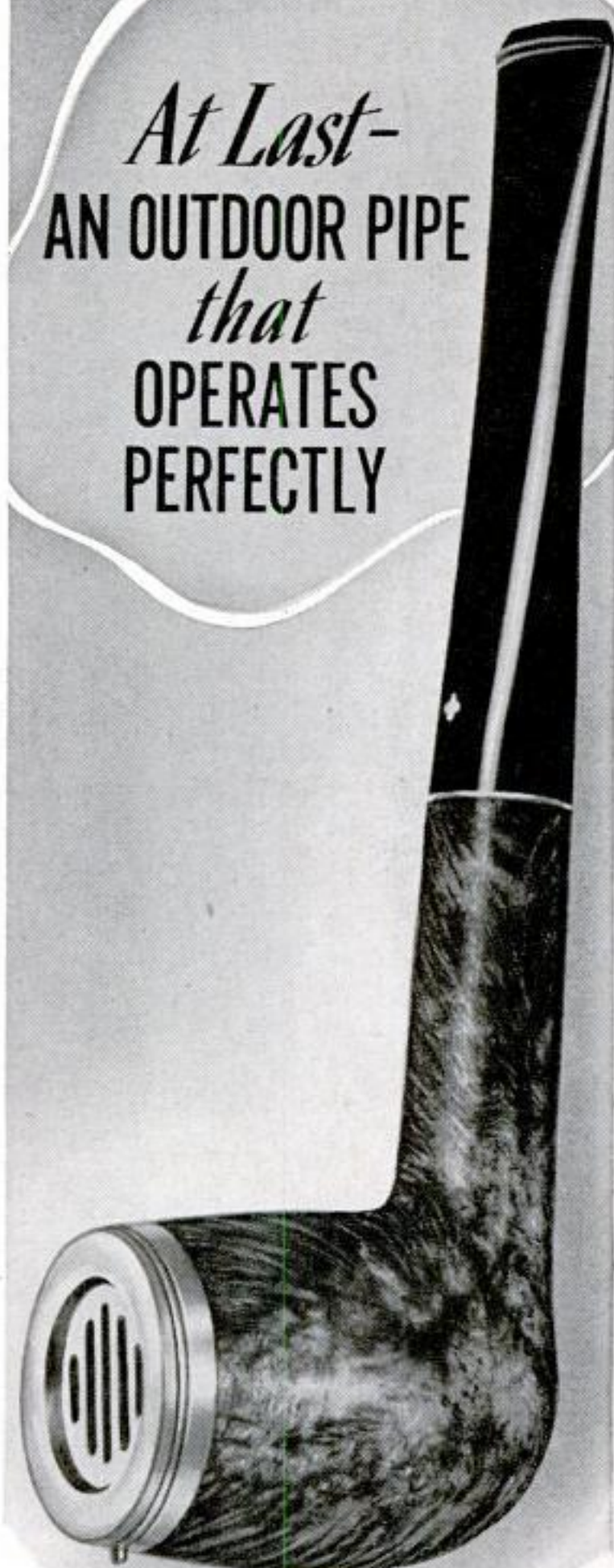
**Baby Party** in Florida finds Abbott holding hands with a model, Peggy Knapp.



**Grade B croqueter**, Abbott plays on Mrs. Margaret Emerson's Grade A croquet lawn.



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AN OUTDOOR PIPE  
that  
OPERATES  
PERFECTLY



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**KAYWOODIE \$5**

**A Longer, Cooler Smoke**—If you like a long-lasting, slow-burning pipe, Gale Kaywoodie provides you with your perfect smoke. Its *controlled draft slows it down*, makes the tobacco burn more slowly, without "dying" on you. No matter how many pipes you have—and especially if you've ever owned one of the *ordinary* covered pipes—you'll want one of these Gale Kaywoodies. What a beauty! No improvised makeshift with a lid stuck on it! Its slotted grill, developed in our "wind tunnel," controls the draft perfectly—outdoors or indoors. Look over this sweet combination of fine craftsmanship and engineering, at your dealer's. For outdoors or indoors, compare it with the conventional open-pipe.

**"Watch-Case" Cover**—Each pipe is individually hand-fitted, custom-built. No loose parts, no bulging parts. Bowl space unobstructed for filling and reaming. Cover snaps closed. Unparalleled satisfaction when smoking outdoors, or in bed. Shown above, actual size, No. 41.



*Other Kaywoodie Pipes*

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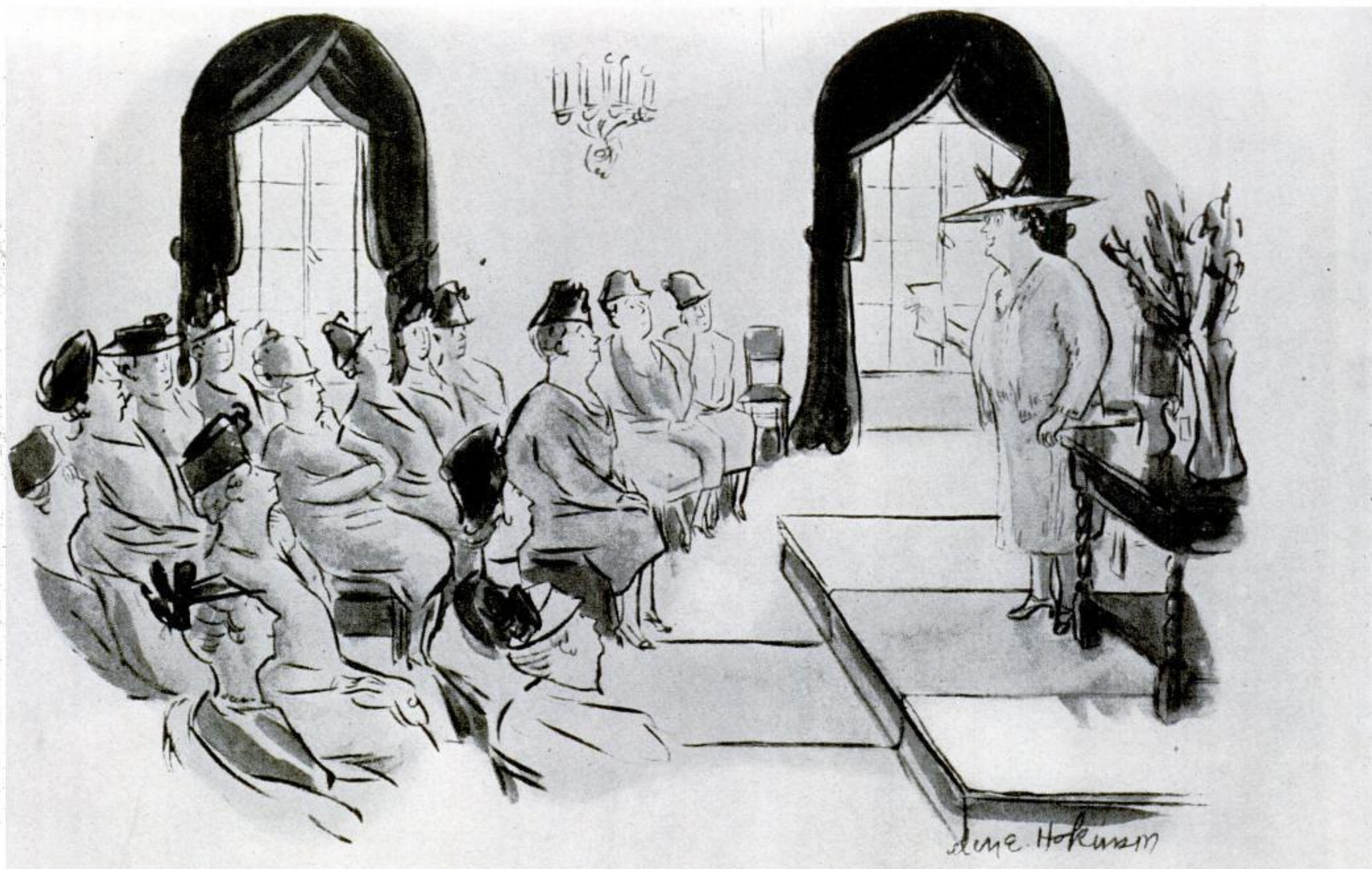
Among all pipes Kaywoodie was selected for the Westinghouse Time Capsule at the N. Y. World's Fair

**KAYWOODIE COMPANY**

Rockefeller Center, New York and London

COPY. 1939 KAYWOODIE COMPANY





*"Life says that it will send a photographer to our cake sale if it possibly can."*

FAMILIAR TO CLUBWOMEN ARE THE SLY FRIENDLY CARICATURES OF HELEN HOKINSON, WHO LIMNS THEIR PERSONALITIES SO WELL THAT EVEN HER SUBJECTS LOVE IT

## *Life goes to a Clubwomen's Cake Sale*

**held in Washington to raise funds for Club Federation's Jubilee**

**L**IFE might never have attended a cake sale had not Helen Hokinson, shy skilful delineator of the genus American clubwoman, adduced the idea in a recent *New Yorker* cartoon (above). The suggestion was irresistible. Wasting no time, LIFE went in quest of an invitation, got one from the Washington, D. C., unit of the General Federation of Women's Clubs. Their sale, held at the home of Mrs. Ernest Daniel to raise funds for the Federation's golden jubilee celebration next month, gave a third dimension to the Hokinsonian concept and testified remarkably to the precision of the Hokinsonian pen and eye.

Among culinary arts, cake baking may be said to be a woman's loftiest form of creative endeavor.

**Mrs. Ernest Humphrey Daniel**, president and host of the unit, discloses her cake to admiring view.



**Mrs. Harvey C. Wiley**, formerly food expert of the *Ladies' Home Journal*, subjects a cake to inspection by sniff, often a reliable test.



**Mrs. Philip Martin** bids for a cake. This cake sale was conducted by auction, not the most common method among women's clubs.







THIS HOKINSON CARTOON CAME TO LIFE ON LAWN OF MRS. E. H. DANIEL'S HOME AT A CAKE SALE HELD BY THE WASHINGTON UNIT OF THE FEDERATION OF WOMEN'S CLUBS

No expenditures of time or yolks loom too great to a true egg-and-sugar artiste. Many an otherwise fastidious wife, aloof from humbler kitchen realities, cheerfully consecrates herself to the labors of beating the batter, watching the oven thermometer and tastefully disposing the chopped nut. To such a craftsman, the cake sale is an event of harrowing importance. It is the Wimbledon, the championship match, the world series of pastry perfectionists. It is the day of judgment on which each household artist takes her creation out into the world and sees it appraised at its worth against the work of others.

Preparing for a cake sale plunges homes into tempests of grim totalitarian effort. Husbands and

help step softly on the kitchen floor lest the master-work within the oven "fall." Children may not speak during the exquisite calibrations. Woe to him who inadvertently opens the oven door or mars the sleek inviolable coat of frosting. Woe to him who sneezes while the broom-straw tentatively is plunged into the vitals of the maturing chef d'oeuvre.

Once finished, however, and safely at the sale, the cake becomes an object for deprecation by its own creator: "It isn't nearly so light, my dear, as yours". . . "Oh do you really think it looks good? I was afraid it hadn't risen enough". . . "Why I don't know how much flour I used. I never measure things. I just go by intuition." Disparagement

must never be voiced by others. Experts are annoyed when men rate a cake by its icing or pastry-bag calligraphy, rather than by the texture of its body. They are infuriated when other women agree that perhaps their angel food *isn't* as fluffy as one could hope. But such crises seldom occur. At virtually all cake sales, women bravely exchange flattery, buy each other's cakes, and only in the security of their homes utter the innermost thoughts of their hearts.

From now into November hundreds of women's clubs throughout the country will hold cake sales, like the one shown here, in preparation for the Federation's Jubilee. For notable cakes on sale at Mrs. Daniel's house, and their ingredients, turn the page.

**Mrs. Virginia White Speel**, National Republican Committeewoman for District of Columbia, spots a cake she likes, indicates bid. Left: Mrs. Harry Wendell. Right: Mrs. Rosalia B. Shaw.



**Mrs. J. Edwin Reid**, past president of Pro Bonata Club, samples someone else's cake after the sale.



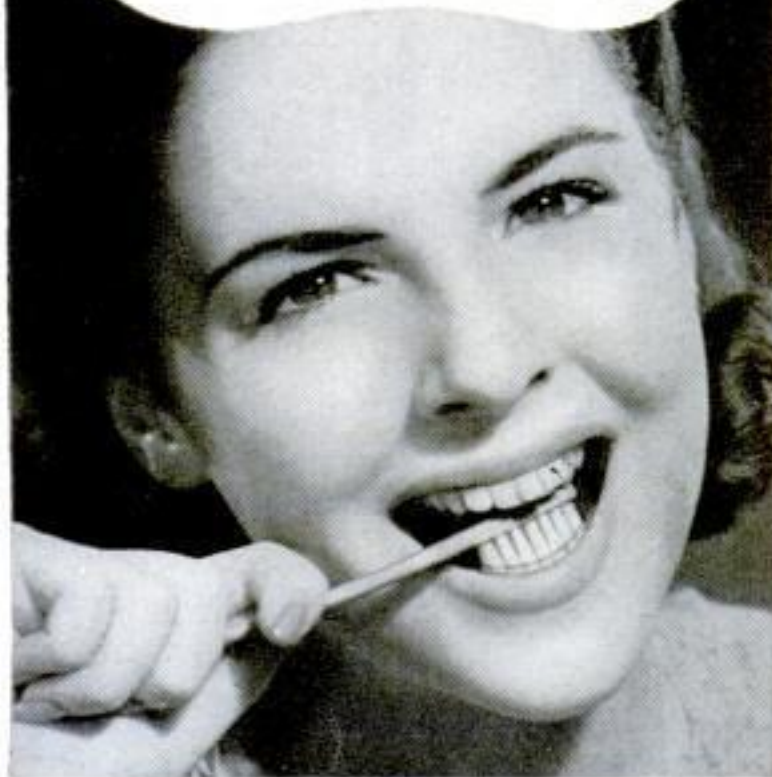
**Mrs. Daniel's cake** emerged from her gleaming pans in spick-&-span kitchen.



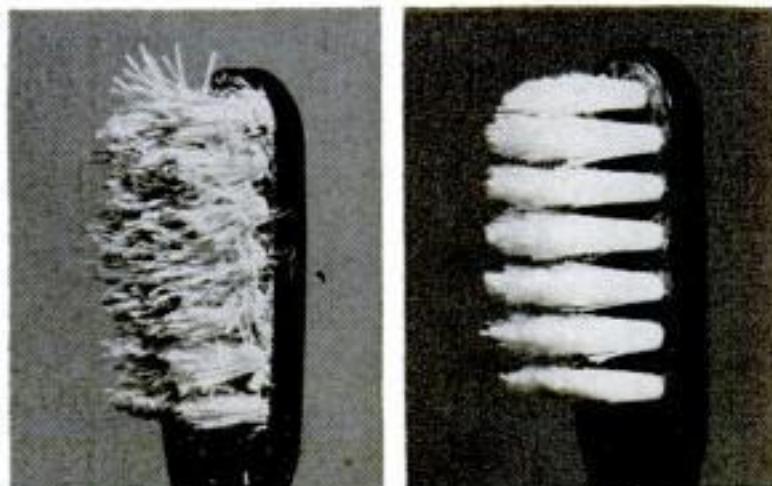


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THAT OUTLASTS SIX  
ORDINARY\* BRUSHES



**WHAT A THRILL** to feel this new, spring-action Tek at work in your mouth! Its natural bristles grip your teeth...cleaning them...stimulating your gums! Day after day, through constant use and drenching with water, these exclusive, long-life bristles keep their spring and cleaning power—*six times longer than ever before!*



**HERE'S THE PROOF** Left: Old-style brush with ordinary natural bristles worn out by our laboratory test. Right: The new Tek, still full of life after *six times more wear*. With new, long-life natural bristles—Tek 50¢, Tek Jr. 25¢. Double Tek (morning and night) brushes special value.

Johnson & Johnson  
NEW BRUNSWICK, N. J. CHICAGO, ILL.

# Tek

TOOTH BRUSH

*Now lasts  
6 times longer*

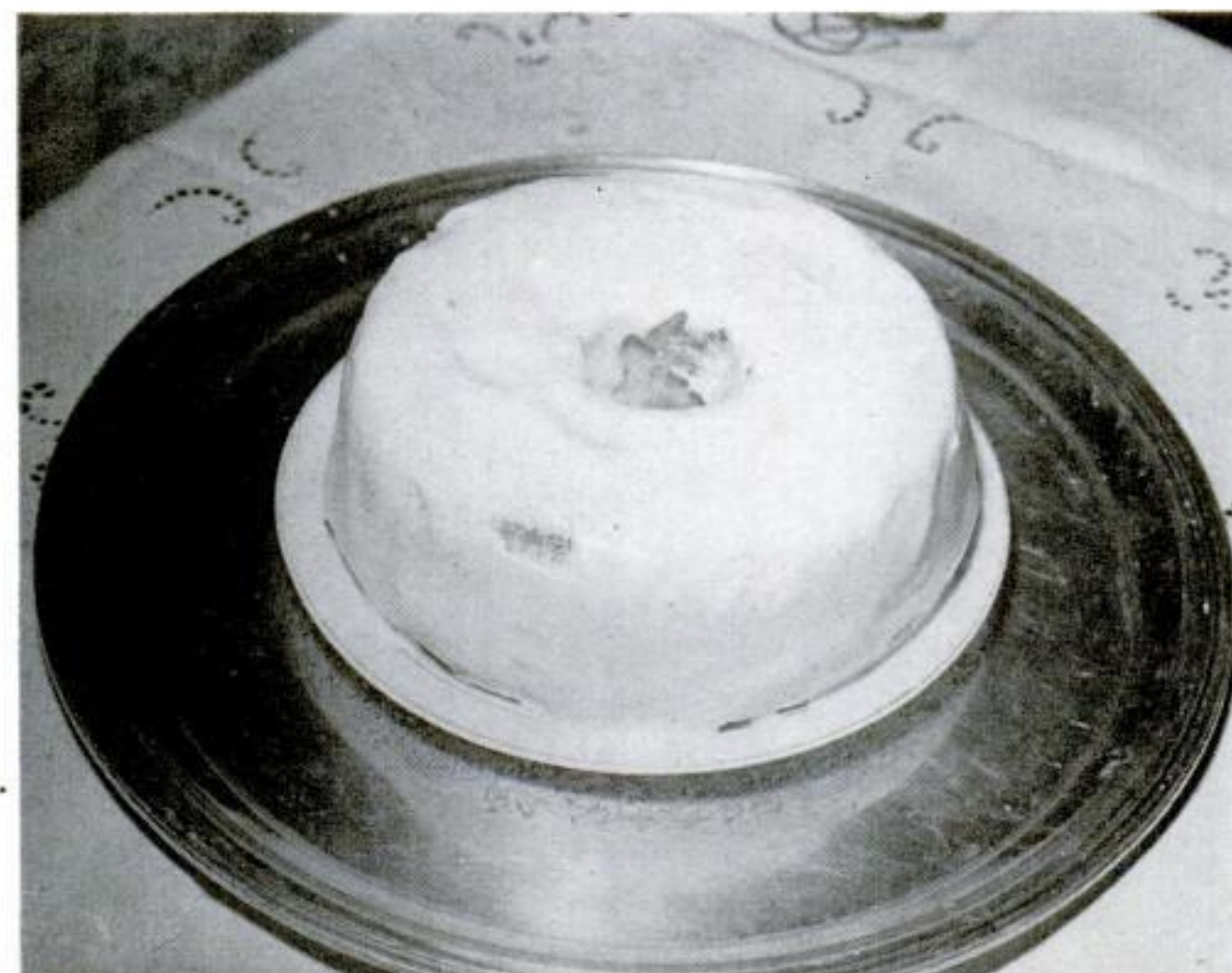
\*Natural bristle brushes without the benefit of Tek's exclusive new process.



**Flake Cake** is what Mrs. Edgar B. Meritt calls this professional-appearing creation with elaborate colored flower icing. Her recipe for it is:  $\frac{1}{2}$  cup of butter,  $1\frac{1}{2}$  cups of sugar; 1 cup of milk; 1 teaspoon of vanilla; 3 cups of flour; whites of 3 eggs; 2 teaspoons of baking powder. She recommends sifting flour many times for finer cake texture and suggests that by beating and adding eggs last a lighter cake may be obtained.



**Devil's Food Cake** with thick white frosting was contributed by Mrs. Hazel E. Brown Piers. This is a very popular kind of cake. Recipe:  $\frac{1}{2}$  cup of butter; 2 cups of sugar; yolks of 4 eggs; 1 cup of milk;  $2\frac{1}{2}$  cups of flour; 4 teaspoons of baking powder; whites of 4 eggs; 2 squares of chocolate;  $\frac{1}{2}$  teaspoon of vanilla. For darker, richer batter Mrs. Piers urges using equal amounts of white and brown sugar.



**Sponge Cake** with icing was made by Mrs. Thomas C. Atkeson who has achieved quite a local reputation as a cake-baker. She attributes her success to the use of an electric egg-beater. Ingredients used by Mrs. Atkeson in this cake: 4 eggs; 1 cup of white sugar;  $\frac{1}{2}$  cup of hot water; 1 cup of pastry flour; a dash of salt; 1 teaspoon of vanilla;  $\frac{1}{2}$  teaspoon of cream of tartar; and 1 teaspoon of baking powder.



## October Bride

who amazes guests with her  
delicious "Salad Bowls," says:

I'M GLAD I'M MODERN AND NEEDN'T BOTHER MAKING FRENCH DRESSING AT HOME. I USE THIS **REAL FRENCH DRESSING** MADE WITH "FRESH-PRESS" SALAD OIL. GUESTS SAY IT **TASTES FRESHER** THAN HOME-MADE!



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IN THE EAST →  
**BEST FOODS**  
← IN THE WEST  
**FRENCH DRESSING**



SMITTEN WITH THE **Fluff** MITTEN <sup>\$1.00</sup>

Morning, noon, and night—everybody's wearing them! They're young and gay—big and bulky—warm and cuddly. You'll love the novelty of **FLUFF MITTENS** for business—for school—for sports. You'll adore them with your formals. And they're non-shed. Colors: white, red, kelly, royal, wine, yellow, rust, light blue, black, brown, orange, pink, navy.

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At your favorite store. If your dealer doesn't have them, mail this order blank. DEALERS, WRITE FOR NEAREST DISTRIBUTOR

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Please send me parcel post prepaid \_\_\_\_\_ pairs of Fluff Mittens at \$1.00 per pair.

☐ Cash enclosed ☐ Money Order ☐ C. O. D.  
Additional post office charge of 12c on C. O. D.

Sizes (small, medium, large) \_\_\_\_\_

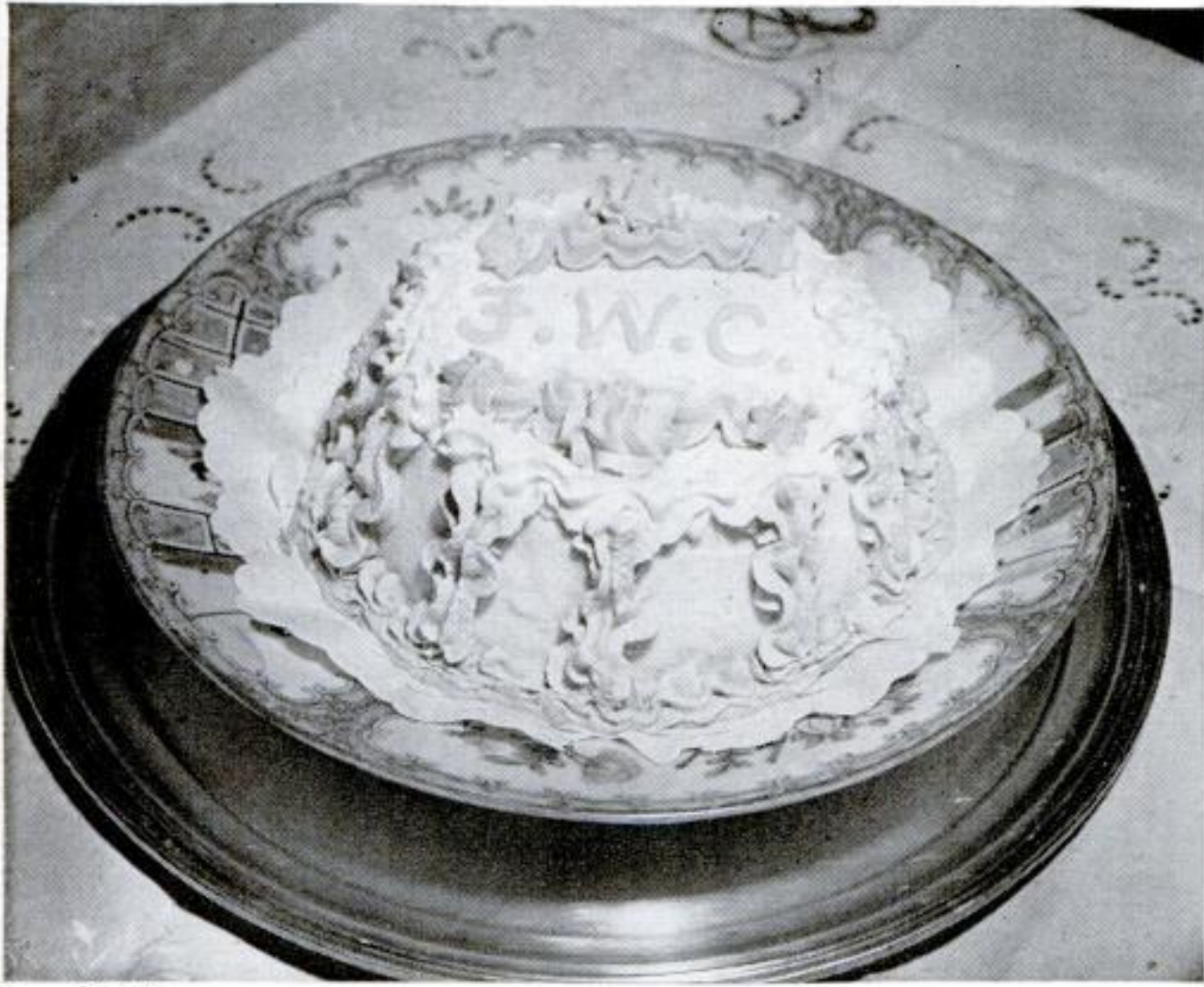
Colors: (listed above) \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_





**Pound Cake**, with the club's initials squirted in center, was made by a professional confectioner. Some of the busier and less talented ladies purchased the cakes they contributed to this sale. In a small town no sensitive woman would attempt such an evasion. Needed to make this cake are: 1 lb. of butter; 1 lb. of sugar; 1 lb. of flour; 10 eggs; ½ teaspoon of mace; 2 tablespoons of brandy flavoring.



**Devil's Food Cake** with chocolate icing was made by Mrs. Lloyd Morrison. She used: 2 cups of sifted flour; 1 teaspoon of soda; ½ cup of butter; 1¼ cups of brown sugar; 2 eggs; 3 squares of chocolate (melted); 1 cup of milk; and 1 teaspoon of vanilla. Mrs. Morrison attributes her success in this instance to a fine recipe her mother once gave her. She says she follows her mother's instructions explicitly.



**Angel Food Ring** with chocolate icing was made by Mrs. Frederic Newburgh. Plain or iced angel food cakes are popular show pieces at cake sales because they are known to require great skill. Mrs. Newburgh's recipe: 12 egg whites; 1½ cups of powdered sugar; 1½ cups of cake flour; a rounding teaspoon of cream of tartar. Mrs. Newburgh says her good results derive from her very fine kitchen appurtenances.



"OUCH... OH, MADGE!" Drafted for kitchen service, he's learning about Kitchen Hazards. But, after that cut has been treated properly, Band-Aid will help protect it... help keep dirt out. For

Band-Aid is a neat, ready-made adhesive bandage. It stays on—even on hard-to-bandage surfaces. Get *genuine Band-Aid*. Made *only* by Johnson & Johnson. Look for the red cross on the package.



Johnson & Johnson

# BAND-AID

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## ADHESIVE BANDAGES

*See why* **66 BAFFLE FILTER** TRAPS NICOTINE




## Frank MEDICO

PIPES, CIGARETTE & CIGAR HOLDERS

**ONLY** filter combining **66** baffle interior and cellophane exterior is greatest scientific smoking invention ever known. Keeps nicotine, juices, flakes out of mouth. Breaks up hot smoke stream, thus preventing tongue bite—needs no breaking in; no wet heel, bad odor nor frequent expectoration. Improves aroma of any tobacco in mild, healthy MEDICO FILTERED SMOKING

**\$1** FINEST BRIAR MONEY CAN BUY

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S.M. FRANK & CO., Inc.  
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GENUINE FILTERS FOR MEDICO PIPES PACKED ONLY IN THIS RED & BLACK BOX

**New Styles, most beautiful ever shown—can be sold at \$1 due only to tremendously increasing sales**

## HEADACHE Relief!

STANBACK acts fast!  
Won't leave you jittery!  
Try it! 10¢ & 25¢ at drug stores.

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STANBACK COMPANY • SALISBURY • NORTH CAROLINA

EXTERNALLY CAUSED

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relieved, and healing of ugly spots aided with the cleansing, efficient Resinol treatment

## RESINOL

DINTMENT AND SOAP



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with a  
GRAFLEX**



A Graflex-made  
Picture by  
Charles E. Kerlee,  
from the book  
"Pictures with a  
Purpose." Courtesy  
Westways Magazine

**DON'T** handicap yourself! Follow the lead of successful photographers. Take the guesswork out of picture-taking by using Graflex-made, Prize-Winning Cameras. Ask your Dealer to show you the many advanced features of Graflex and Speed Graphic cameras—precision-made in America by master craftsmen.

**2 1/4 x 3 1/4 Miniature  
SPEED GRAPHIC**



The camera hit of the year! Small and compact, it has all recognized Speed Graphic features including built-in focal plane shutter flash synchronization and parallax correcting tubular view finder. There are three other Speed Graphic sizes: 3 1/4 x 4 1/4, 4 x 5 and 5 x 7.

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**CHRISTY  
Sport Knife**

**THE HANDIEST POCKET  
KNIFE EVER DESIGNED**

... WITH UNEQUALED  
*Safety Features*



**NEAT**, handy, useful and durable. Stainless steel frame. Blade of finest razor steel, chromium plated.

*Smart...practical*

Graceful design, light weight; fine enough to wear on your silver, gold or platinum chain.

*Three blades in one*

Instantly opened or closed with one hand. No broken fingernails... Blade locks easily in any one of 3 lengths... really three. blades in one.

**GUARANTEED TO PLEASE**

At your dealer's... or sent postpaid for \$1.00. Use the coupon below. Satisfaction guaranteed.

THE CHRISTY CO., Fremont, Ohio

Enclosed is \$1.00, for which please send me a Christy Sport Knife. If I am not entirely satisfied with the knife, I may return it and my \$1.00 will be refunded. (Ohio orders add 3c for sales tax.) Offer good in U.S.A. only.

## LIFE'S PICTURES



The smiling Eugene Ross family, with whom LIFE traverses the U.S. this week (pp. 8-10) are seen here by their trailer near Champaign, Ill., with part of the menagerie they picked up en route. In 14 months they covered over 30,000 miles at a cost equal to living at home and keeping a maid. When Mr. Ross was given a year's leave of absence to recuperate from an illness, he decided on the trip. Mrs. Ross acted as family photographer.

True to Los Angeles, they still consider it their favorite city. But they are full of praise for: Washington (most beautiful and interesting), New York (most thrilling), New Orleans and Quebec (quaintest), and St. Augustine (most historical).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

- COVER—FRITZ HENLE from B. S.  
2—Lt. and rt. EISENSTAEDT-PIX  
4—P. I.  
6—INT.  
8, 9, 10—MRS. EUGENE ROSS  
13—MARTIN MUNKÁCSI  
14, 15—Maps by TOBIAS MOSS and FRANK STOCKMAN—EISENSTAEDT-PIX  
16—T. INTERPHOTO—bot. lt. A. P.—cen. and cen. rt. INT.  
17—DEVER from B. S.  
18—BONNEY-ELISOFOF  
19—P. I.—P. I., BONNEY-ELISOFOF, INTERPHOTO—P. I., M. THERESE BONNEY (2)  
20, 21—INT.  
22, 23—INT. exc. t. rt. W. W. and bot. rt. W. BOSSHARD from B. S.  
24, 25—BRITISH COMBINE  
26—Maps by TOBIAS MOSS & FRANK STOCKMAN  
29, 30, 31, 32—ERIC SCHAAL-PIX  
35—BERT SIX for WARNER BROS.—WARNER BROS.  
36—BERT SIX for WARNER BROS. exc. t. WARNER BROS.  
38—BERT SIX for WARNER BROS. exc. t. WARNER BROS.  
41, 42, 44—MORSE-PIX  
49—FRITZ HENLE from B. S. exc. bot. cen. (2) MARJORY COLLINS from B. S.  
50—OTTO HAGEL  
51—OTTO HAGEL—FRANK SIMPSON  
52—FRANK SIMPSON  
54, 55—OTTO HAGEL  
56, 57—OTTO HAGEL, THE DETROIT NEWS  
58 through 62—OTTO HAGEL  
64—BERNARD HOFFMAN  
67—OTTO HAGEL  
68—DAVID B. HILLMER—BERNARD HOFFMAN—OTTO HAGEL  
69—OTTO HAGEL  
73 through 77—JULIEN BRYAN  
78, 79—KARGER-PIX  
80—KARGER-PIX exc. bot. rt. (6) courtesy N. Y. THEATRE PROGRAM CORP.  
81—Courtesy N. Y. THEATRE PROGRAM CORP. exc. bot. rt.  
82, 83—KARGER-PIX  
85—ACME, RICHARD CARVER WOOD  
86—HELEN E. HOKINSON courtesy NEW YORKER—DAVID E. SCHERMAN  
87, 88, 89—DAVID E. SCHERMAN

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; LT., LEFT; RT., RIGHT; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; INT., INTERNATIONAL NEWS; P. I., PICTURES INC.; W. W., WIDE WORLD

## PICTURES TO THE EDITORS

### TICKTACKTOE

Sirs:

When Flier Cloyd Clevinger passed his 10,000th hour in the air, he and his fellow skywriter, Dave De Blasio, celebrated by playing a game of ticktacktoe. The idea was that of Andy Stinis, their employer. Cloyd took the X and Dave the O. This

unusual picture shows how the game progressed. It is X's move, and you can readily see why it was not necessary to finish out the game. Cloyd's X in the upper right-hand bracket would have completely stalemated Dave.

FRANK MARTIN  
St. Albans, N. Y.



### GROUND TRAINER

Sirs:

You published a very interesting article a short time ago on the Link Trainer, a device to teach flying on the ground. They are all right, but they are more expensive than an actual plane.

Here is a picture of me flying a new type trainer which costs only \$150 as compared with Link's \$8,000.

You can see that I need a lesson, even after 22 years in the air, while the young lady beside me, who has yet to fly a plane, has already co-ordinated the law of gravitation and is sitting pretty.

This combination of Pogo stick and

perambulator was developed by Johnny Crowell, who got the idea while flying his plane at a country fair upside down with his wrists handcuffed to the top wing. He hit the ground unexpectedly one day and built his first model trainer out of the wreckage.

This device will have a special appeal for prospective ladybirds because, while they are taking the morning lesson, they can rock the baby, churn the milk and get the waist trimmed down for one of the new corsets.

ELLIOTT SPRINGS  
President & Traffic Manager  
Lancaster and Chester Ry. Co.,  
Lancaster, S. C.





## LEON'S LESSON

Presenting pictorially an account of the case of our dormitory mate, Cleon, who delighted in leaping gracefully from the floor to the center of his upper bunk. No permanent injuries were sustained

from his unfortunate accident, but Cleon now looks twice before he leaps.

This happened at the Boys' Dormitory, Central Washington College of Education, Ellensburg, Wash.

BOB SPRING  
Seattle, Wash.



PLAYFUL PALS REPLACE SPRINGS WITH STRINGS



HE MADE IT! HAPPY LANDING, CLEON!



"SOMEONE WILL PAY FOR THIS!"

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● The recognition gentlemen everywhere accord Paris for style supremacy is coupled with an appreciation for enduring quality and true craftsmanship. Paris Belts illustrated (from top to bottom) First—genuine calf, saddle-stitched. Hammered buckle. Brown or black. \$1.50.

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Fourth—"Flexo" hand borded cowhide belt, suede lined, automatic self-adjusting spring link—"inhales and exhales with you." Black or brown, \$1.50.

Other styles \$1 and up. Your dealer also has a complete selection of smart new Paris "Free-Swing" Suspenders at \$1 and more, and comfortable Paris Garters at 50c and \$1.

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"TOPS" FOR YOUR TROUSERS





**"I PREFER  
Nunn-Bush  
BECAUSE THEY'RE  
ANKLE-FASHIONED"**



● Long-wearing leather is important in a shoe. But long-lasting style is equally to be desired. That's why so many well-dressed men express strong loyalty to Nunn-Bush shoes. You see, Nunn-Bush shoes are Ankle-Fashioned to minimize gaping and bulging at the ankle. When properly fitted, they look trim and smart for an unusually long time. See your Nunn-Bush dealer.



SAVOY Last  
Brown or Black  
Imported  
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Most Styles  
\$8.50 to \$10.85  
A Few Higher

**Nunn-Bush**  
*Ankle fashioned  
Oxfords*

Made by Salaried Craftsmen—Not by Pieceworkers

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## PICTURES TO THE EDITORS

(continued)

### "IROQUOIS"

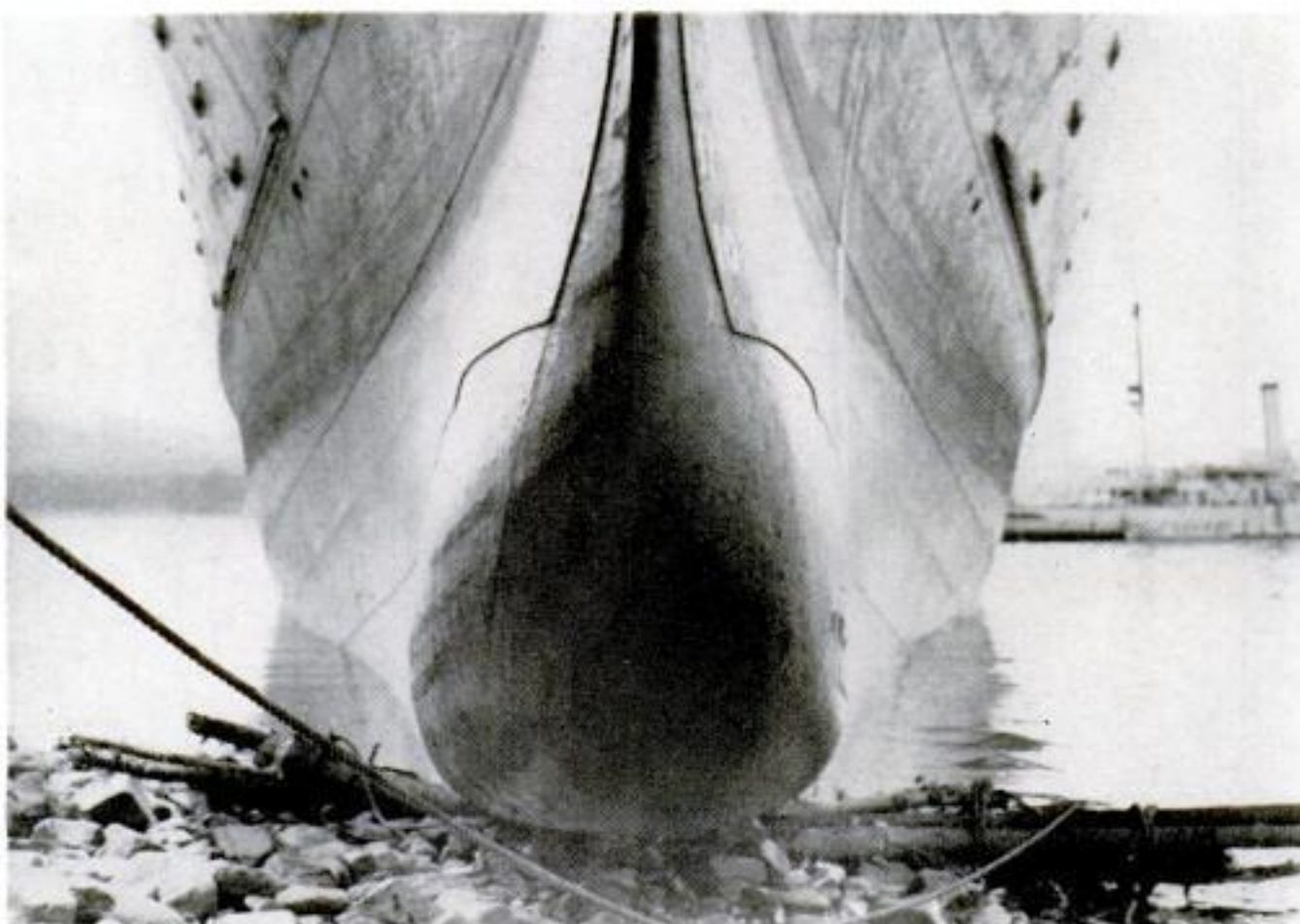
Sirs:

Since the U. S. liner *Iroquois* is making so much news, I thought you would be interested in seeing these pictures of the same ship aground on Bald Porcupine

Island, Bar Harbor, last July. The *Iroquois* seems always to make news copy. The next time she was in Maine, two weeks later, her mainmast was struck by lightning and split.

DAN MAHER

Bangor, Me.



### WOODS'S SUSPENDERS

Sirs:

Observe what a sensation was created in the *Wenatchee World* office when I received as a gift a pair of the same type

*Star-Spangled Banner* suspenders worn by George M. Cohan as pictured in *LIFE*, July 25, 1938.

RUFUS WOODS  
Editor

*Wenatchee World*,  
Wenatchee, Wash.



## NEW YORK'S PERFECTLY LOCATED HOTEL

Near enough to the business centers for convenience... far enough away for quiet. Overlooking the Park in New York's smartest hotel district. Its rooms with bath and radio are priced to make friends—from \$4 single, \$6 double. Special rates for longer stays.

You'll like the *Café de la Paix* and famous *Rumpelmayer's*



### ST. MORITZ

ON-THE-PARK

50 CENTRAL PARK SOUTH  
NEW YORK

Personal Direction: S. Gregory Taylor

"Jolly well drape me  
—or else bring me a  
cup of hot BOVRIL"



THERE are two ways of keeping warm in snappy Fall weather—and the other one is to have a steaming-hot cup of nourishing BOVRIL, fitness without fatness. This stimulating beverage—with its inimitable beefy flavor—is the No. 1 favorite where treacherous cold and damp yearly take their toll in chills and ills. So, when footsteps flag and spirits sag, order a hot BOVRIL—the famous English bracer with refreshment in every drop.

### AT FOUNTAINS—10c A CUP—HOT

At food and drug stores in jars and cubes for home use. Adds an extra toothsome-ness to gravies, soups, sauces and stews.

BOVRIL OF AMERICA, Inc., Camden, N. J.

# BOVRIL

FAMOUS FOR ITS BEEFY FLAVOR





**Bridge sandwiches that are different.** You can make these delicious sandwiches if you use rich, tender Dromedary Date-Nut Bread. Packed in tins, it is always fresh, moist—easy to slice thin and cut into fancy shapes. Try these popular fillings—cream cheese, plain or mixed with chopped peanuts; pimiento cheese; bananas mashed with a little lemon juice; stewed apricots; jelly, preserved fruits. Decorate tops with whipped cream, dates, nuts, etc.

• See Below •



**Your skill is in the package.** Here is the solution to fresh, home-baked gingerbread with the trouble left out. Just add water to a package of Dromedary Gingerbread Mix and bake. We guarantee you the most delicious old-fashioned gingerbread you have ever tasted. Compare it with the finest you can bake or buy. In addition to the large 8-serving package, you can now buy a small-family size which makes 4 generous servings.

• See Below •



**A meal in themselves**—these luncheon sandwiches, when you use Dromedary Date-Nut Bread. It's loaded with nuts and our own Dromedary Pasteurized Dates. Spread slices lavishly with any soft, mild cheese. Serve with a salad. For a quick, nourishing lunch for the children, spread hearty slices with peanut butter. Children like the cheese fillings, too, with a tart jelly added. For a delightful pudding, place can in boiling water 20 minutes and serve with your favorite sauce.

• See Below •



**Dromedary Banana Gingerbread Shortcake.** Add one cup of water to Dromedary Gingerbread Mix and bake. Split your cake in two layers, then, between and on top, be generous with whipped cream and sliced ripe bananas. It's as simple as that. Use canned apricots instead of bananas if you wish. Try Dromedary Gingerbread with ice cream, too, and with a chocolate sauce or a thick chocolate frosting.

• See Below •



**Be sure to try Dromedary Date-Nut Bread.** If your grocer can't supply you, send his name and address and 15¢ for a trial can. Double your money back if not delighted.

**Important.** In making Dromedary Date-Nut Bread we use only our own Dromedary Pasteurized Dates. When buying dates, insist on pasteurized dates, just as you do pasteurized milk. Pasteurization ensures purity. Only Dromedary Dates give you this protection. The Hills Bros. Co., Box 12A, Trinity Station, New York City.



Made from the  
200 year-old "Receipt"  
of George Washington's  
Mother

**Guaranteed to make better gingerbread** than you can bake or buy—or double your money back. Buy a package of Dromedary Gingerbread Mix. If it does not make the most delicious, dark spicy gingerbread your family has ever tasted, we will refund double your money. Most grocers now have it. If yours does not, send his name and address with 15¢ for a trial package. Double your money back if not delighted. The Hills Bros. Co., Box 12A, Trinity Station, New York City.





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## Flattering Shades

New for Evening

New for Daytime



EXCITING



SUNSAN

To get Realsilk Hosiery, phone the Realsilk Sales Branch in your city and arrange for a representative to call at your convenience. Real Silk Hosiery Mills, Inc., Indianapolis.

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